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Victrola REG. U.S. PAT. OFF.

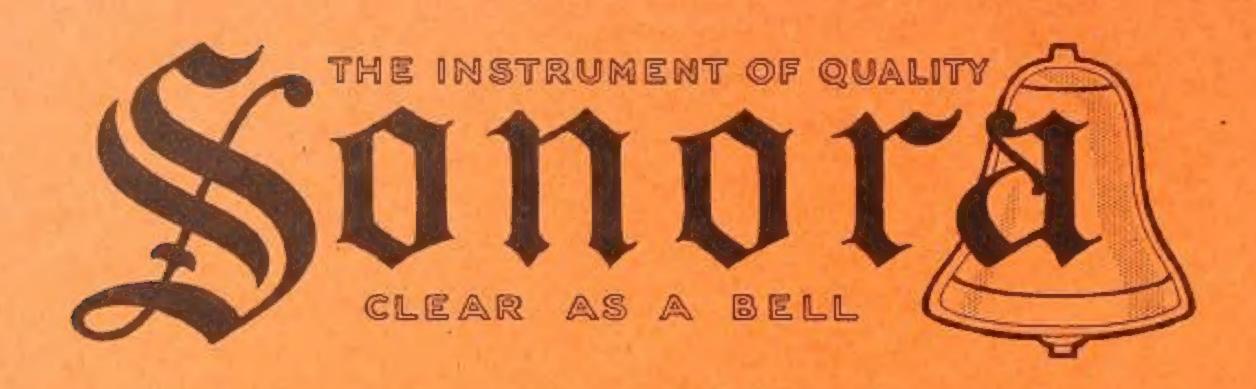
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"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

Victor Talking Machine Company, Camden, N.J.



THE SONORA STORE

A National Institution

Throughout the great cities of this country the best music stores are rapidly becoming Sonora Stores.

The "Sonora Store" has become a national institution—one of the landmarks of retail business.

Without universal recognition of Sonora Quality—Sonora Leadership—Sonora Profit—this result could never have happened.

For it has been the more substantial Dealers, and the Dealers most closely in touch with the public, whose combined efforts have made "Sonora Store" synonymous with leadership wherever you go.

Equipped with the highest class talking machine in the world—developed in the most attractive and popular models, the prestige of years of National Advertising—and a Dealer Service of real daily benefit—Sonora Dealers have the very finest proposition in the Phonograph Industry. Hence their success.

Write for information—today

SONORA PHONOGRAPH COMPANY, Inc.

The Imperial

\$140

Canadian Distributors: I. Montagnes & Co., Toronto

Two New Sonora
Phonographs
of wonderful value



The Intermezzo \$175

The Talking Machine World

Vol. 18. No. 1

New York, January 15, 1922

Price Twenty-five Cents

"TALKER" INTERESTS INVENTORS

Articles Appearing in Scientific Magazines Indicate That Inventors and Theorists Are Watching the Talking Machine Trend These Days

That young inventors and persons with an original trend of thought are more and more considering the development of the talking machine as a field for their activities is evidenced from the number of new ideas both practical and fantastic which are appearing in a number of publications devoted to various branches of science and invention.

In a recent issue of Science and Invention there appeared no less than seven articles dealing with the talking machine. One article deals with a recordless talking machine, on which selected selections may be played by pressing a series of electrical buttons, which make contact with a central exchange, similar to the telephone exchange. At the exchange there are hundreds of miniature records electrically connected and any number of people can listen in.

Another article deals with a novel talking machine cabinet which was presented to E. C. Morse as a surprise by the joiner shop in his shippard. Dr. Harry A. Knauss, inventor of a metal phonograph record, describes his invention and other articles deal with a home-made electric talking machine and a patented apparatus for recording and reproducing sound.

A lengthy article entitled "A Scientist's Dream of Future Movies" describes a motion picture theatre which is equipped with various electrical switches at the seats. Several different photoplays are flashed on the screen simultaneously and spectators can view either picture by simply pressing a button. This also has the effect of providing synchronized taiking machine music for the picture which the spectator desires to see. The music is heard through an apparatus similar to a telephone receiver which fits over the head. Verily, the world does move!

JONES CO. OPENS IN GRAND ISLAND

Grand Island, New, January 7.—The Jones Music Co. has recently opened a new music store at this point, carrying a complete line of Brunswick phonographs and records, and also the leading lines of pianos and sheet music. Mr. Jones is very well known throughout the Middle West, having formerly been connected with the Gaston Music Co. as manager of its Grand Island branch. He was connected in this capacity for a good many years, and has proved himself a real live musical merchandise man.

Mr. Jones has one of the finest music houses in Grand Island, and anticipates a wonderful amount of business from this new location. He has working with him in the business his two sons, who are both very aggressive salesmen.

NEW VICTOR SHOP IN JOHNSON CITY

Johnson City, N. Y., January 6.—A new exclusive Victor establishment, to be known as the Music Shop, has been opened at 237 Main street here. This is one of the most attractive stores in this vicinity. Complete modern equipment, consisting of record demonstration booths and record racks and a complete stock of Victoolas and Victor records, has been installed.

THE BRUNSWICK IN MOUNT VERNON

E. Brodbeck & Sons, the well-known music dealers of Mount Vernon, N. Y, have secured the representation of the Brunswick phonograph and records in addition to their other lines for the Mount Vernon territory.

The chronic kicker has a bootless occupation. Most generally he hasn't a leg to stand on.

GETTING IDEAS THROUGH EMPLOYES

Merchant Forms Idea Club and Awards Prizes to Employes Submitting Best Suggestions

There is great danger in every business establishment of getting into a rut. The talking machine business is no exception and when the manager or head of the business depends upon his own ideas exclusively and neglects to weigh the opinions and suggestions of the members of his staff he is soon operating his business on a stereotyped basis and that vital element which we know as originality is lost.

One merchant has overcome this danger by instituting an "Idea Club," of which all the employes of the establishment are members. Each employe is expected to submit a number of ideas in written form each month to the manager, the most practical of which are selected by the head of the firm and then discussed in a general meeting of the staff. Prizes are awarded each month to the three employes submitting the best suggestions. The success of the innovation is evident from the fact that out of thirty-five suggestions submitted twenty-one were adopted and put into immediate practice.

NEW RAINBOW RECORD DISTRIBUTOR

Cabinet & Accessories Co. to Look After Wholesale Distribution of the Rainbow Records in Rapidly Growing Metropolitan Territory

The Rodeheaver Record Co., manufacturer of the Rainbow records, with headquarters in New York, announces the appointment of the Cabinet & Accessories Co., Inc., 145 East Thirty-fourth street, New York, as excusive jorder for Rainbow records in the metropolitan district, and all orders from dealers will be handled through the new distributor in the future.

A. J. Heath & Co., recently appointed Rainbow record distributors in the Philadelphia and Baltimore territories, have done a substantial business in those records during and since the holiday season, according to reports received at the Rodeheaver Co. offices.

URGE PATENT OFFICE PAY RAISE

Victor Talking Machine Co. and Edison Co. Notify Congressmen of Their Desire for Action on Patent Office Pay Raise Bill

The Victor Talking Machine Co. and the Thos. A Edison Co. are actively engaged in the move to stimulate action on the bill providing for increases in the pay of patent office employes. In addition to a large delegation of patent attorneys and business men from New York and New Jersey which visited Washington to attend a conference with New Jersey Congressmen for the purpose of speeding up action on the bill, which is in committee in the House of Representatives, the Victor Talking Machine Co. and the Edison Co., as well as other business houses, sent letters to the Congressmen strongly urging that action be taken immediately.

CONCERTS AID SALES CAMPAIGN

George M. Burt Co. Inaugurates a Series of Concerts as Part of Its Sales Campaign

Endicorr, N. Y., January 7.—The talking machine department of the George M. Burt Co.'s store here has been making an effective sales drive in the interests of Victor, Edison and Brunswick machines, which it handles. A series of concerts and extensive advertising in the local papers are proving of considerable value in increasing sales. In addition to the talking machines an extensive stock of Victor, Brunswick and Edison records has been installed for the benefit of patrons.

AUTO OWNERS ARE GOOD PROSPECTS

Names of Automobile Owners in the Community Can Be Secured From Local Garages

A live prospect list is one of the most important adjuncts to a successful business; therefore the talking machine dealer should pay particular attention to the formation of these lists and he should be sure not to overlook any good tips. Automobile owners now form a large part of any community and as a rule this class of people have the money to indulge their tastes in music.

One way of getting the names of automobile owners is through the local automobile agencies and garages. Some of these may be reluctant to give out any information which they have, but the dealer can overcome this by making a trade; that is, by offering in return for the desired information a selected list of names which he already possesses and which might make good automobile prospects—with the understanding, of course, that the matter be entirely confidential.

AN INGENIOUS ADVERTISING IDEA

Victor Dealer Gains Publicity and Stimulates Caruso Record Sales by Furnishing Musical Prologue to Moving Picture Show in His City

LYNN, MASS., January 2.—Some valuable advertising was obtained recently by John Z. Kelley, Victor dealer of this city, through an ingenious publicity stunt. Mr. Kelley persuaded the manager of the Waldorf Theatre in Lynn to allow him to furnish a free "act" consisting of Caruso records exclusively, to be used as a prologue to the regular moving picture show. Permission was granted and when the curtain was raised there appeared a room in the center of which was a Victrola. On one side of the stage was a sign bearing in letters large enough to be seen at the back of the theatre the annonncement "Memories of Caruso," and beneath this, in smaller letters, the name of the dealer who furnished the instrument. In the lobby of the theatre was shown a large picture of Caruso.

The reception of this novelty was enthusiastic and the sale of Caruso records was considerably stimulated. The manager of the theatre, who operates several of them, is trying to arrange to have this same feature embodied as part of the program in his other theatres.

MAKES RECORDS OF INDIAN MUSIC

Indian Songs and Chants of Seven Tribes Recorded by Native Singers for Miss Frances Densmore, Who Is Doing Much Good Work

Red Wing, Minn., January 2.—A valuable and interesting series of records of Indian war songs, folk songs and chants has been made by Miss Frances Densmore here. Miss Densmore goes among the various tribes, selects the best and most typical musicians and persuades them to sing into her talking machine. The songs of seven tribes of Indians living on reservations have been gathered in this manner. These include songs of all phases of their every-day life, those used in treating the sick, dance songs, war songs and Indian drum playing.

GOES AFTER TRADE AND GETS IT

Bungaristows, Pa., January 3.—"If Mahomet won't go to the mountain the mountain will come to Mahomet." L. M. Lytton, of this city, believes in this proverb and is proving it every day by taking a Granby on the rear of his Ford and going out through the mud-roads to the mining communities. Mr. Lytton also believes in selling the higher-priced Granby, and is now introducing Granby consoles. He wastes no time in his store, but puts his faith in the above quoted proverb.

Making Record Buying Too Easy for the Customer and Some of Its Obvious Dangers

A question that interests a number of talking machine dealers is just how far to go and when to stop in their efforts to make record buying easy for the customer and save him from the confusion that results when he is handed the complete catalog or a supplement and left to select the records that he may feel desirous of buying.

The practice of having close at hand, either as the part of a supplement or a separate hanger, a list of a dozen or more specially selected records calculated to appeal to the average talking machine owner is not a new one and has been found quite effective from the fact that the selections are changed at intervals and after a time give to the talking machine owner an insight into practically all the good things in the catalog.

The practice, too, of determining the particular musical taste of the customer and putting before him either by word of mouth or in printed form the titles of a half dozen or a dozen records of that particular type of music from which to make his selections has also been used effectively and is still a standby of many retailers.

In the way of publicity, of course, it has been found highly desirable to feature one or two records at a time, changing the titles sufficiently to enable the prospective purchaser to become acquainted with practically all the good things in the list before the next supplement appears. All these methods, of course, are used by the majority of record dealers and may be termed standard to the trade. In view of this fact, therefore, there is brought to light at intervals new ideas developed by various dealers for presenting the new records and particularly standard selections to talking machine owners in ways that will appeal by their originality and at the same time produce the desired results in the matter of sales.

As has been said before, however, there is a question as to just how far the dealer should or can go in limiting the list from which his customer may select without either killing all interest in the main catalog or at least interfering with the sale of the general line of records.

One retailer, for instance, conceived the idea of having a local musical authority of considerable reputation pass on the new records each month and select four or five of those which he considered to be the best along musical lines, perfection in recording, etc. On the face of it the idea seems to be a good one, giving the average purchaser the benefit of expert opinion to guide him in selecting the new additions to his record library. From another angle, however, as has been pointed out by another retailer, the announcement that the musical authority considers three or four records to be the cream of the list, from both musical and mechanical standards, intimates that the balance of the records in the current month's list are below par. Meanwhile it may be that the great majority of those who read

Too Much Concentration on Special Numbers Liable to Force Main Record Catalog in the Background

brought to them some other way may not stop to analyze the matter so carefully, but the thinking individual will naturally feel that after he has listened to or purchased the selected records the balance of the list are mediocre. It is self-evident that the average person is not enthusiastic over buying a product that is not the best in his own opinion and particularly one that is not the best in the opinion of the expert in the employ of the seller.

On the face of it the employment of an expert to give to the record purchaser the benefit of his mature and trained judgment regarding the offerings on the current record lists represents a highly commendable bit of service on the part of the dealer. But the question to be considered is just how far it is liable to react and affect the sale of records not among the chosen few.

On a straight merchandising basis all records are deemed to be well selected and salable and are issued on that basis. For a musical expert

to advise his particular friends, or to offer his opinion to those who seek it, is as it should be. For him to call attention to some of the special features of the list as being worth while from his viewpoint is also quite in order, but when he publicly announces a half dozen records or less as being far ahead of the rest of the list from every angle, then there is danger of killing possible sales of other records.

One has but to put himself in the position of the purchaser of some other article of merchandise. Say he is about to select a cravat from a tine of a hundred or more all offered at the same price. The salesman does not tell him that only five of the cravats are worth while and far superior to the rest. He simply calls his attention to the desirable features of the design and texture of several of the line and lets him use his own judgment regarding the rest.

The services of a musical expert are highly desirable in the talking machine store, for his advice should prove of inestimable value to those who, being more or less in the dark regarding music, are somewhat at a loss about selecting records that will tend to improve their musical culture. In offering such advice he can do it without reflecting upon other records.

To have him make definite selections from the list, however, and advertise the fact seems to be a good idea gone wrong.

HOSPE CO. ADDS BRUNSWICK LINE

listened to or purchased the selected records the Large Omaha Concern Adds Brunswick Line to balance of the list are mediocre. It is self-evident Its Extensive Stock of Talking Machines

OMAHA, Nes., January 7. The Brunswick line was recently added to the talking machine department of the A. Hospe Co. of this city. This concern is one of the oldest and largest musical instrument houses in the Middle West, and for the past twenty-five years has been an exclusive Victor dealer and until recently also a Victor jobber.

This is quite an important addition to the list of Brunswick dealers as the Hospe Co. will naturally dispose of a great many phonographs and records in the Omaha territory. Mr. Zitzman, general manager of the Hospe Co., is very much enthused over the latest acquisition to his talking machine department.

NYACCO RECORD ALBUMS for 1922

THE TALKING MACHINE'S HELPMATE

EQUIPPED WITH

MEAN:

RIGHT PRICES
SERVICE
INCREASED SALES

QUALITY STRENGTH DURABILITY

Keep in mind our two factories and order from nearest point.

It means a saving in transportation to you.



The Only Loose-Leaf Record Album on the Market

Quotations and Prices on Request.

New York Album & Card Co., Inc.

NEW YORK 23-25 Lispenard St.

A. W. CHAMBERLAIN

New England Factory Representative
26 Broad St., Boston, Mass.

CHICAGO 415-417 S. Jefferson St.

Victor Supremacy is lasting

It is built on the solid foundation of great things actually accomplished. And the success of every dealer in

And the success of every dealer in Victor products increases with every new development of this wonderful instrument.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

Warning: The use of the word Victeola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

Important Notice. Victor Records and Victor Machines are scientifically coordinated and synthronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

Albany, N. Y Gately-Haire Co., Inc. Atlanta, Ga..... Elyea Talking Machine Co. Phillips & Crew Piano Co. Baltimore, Md Cohen & Hughes E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc. Birmingham, Ala... Talking Machine Co. Boston, Mans.....Oliver Ditson Co. The Eastern Talking Machine The M. Steinert & Sons Co. Brooklyn, N. Y American Talking Mach. Co. G. T. Williams Co., Inc. Boffalo, N. Y Curtis N. Andrews Buffalo Talking Machine Co., Burtington, Vt American Phomograph Co. Butte, Mont Orton Bros. Chicago, Ill......Lyon & Healy.
The Rudolph Wurlitzer Co. Chicago Talking Machine Co. Cincinnati, O Onio Talking Machine Co. The Rudolph Wurlstzer Co. Cleveland, O The Cleveland Talking Ma chine Co. The Eclipse Musical Co. Columbus, O The Perry B. Whitsit Co. Dallas, Tex Sanger Bros. Denver, Colo. The Knight-Campbell Music Des Moines, In, Mickel Bros. Co. Detroit, Mich Grinnell Bros. Elmira, N. Y Elmira Arms Co. El Paso, Tex......W. G. Walz Co. Honoluly, T. H Bergstrom Music Co., Ltd. Houston, Tex.,....The Talking Machine Co. of Indianapolis, Ind ... Stewart Talking Machine Co. Jacksonville, Fla. ... Florida Talking Machine Co. Kansas City, Mo l. W. Jenkins Sons Music The Schmelzer Co.

Los Angeles, Cal.... Sherman, Clay & Co.

Memphis, Tenn..... C. K. Houck Piano Co.

Minneapolis, Minn. Beckwith, O'Neill Co. Mobile, Ala Wm, H. Reynalds Newark, N. J. Collings & Co. Now Haven, Conn..., The Horton Gallo Creamer New Orleans, La. ... Philip Werlein, Ltd. New York, N. Y Blackman Talking Mach. Co. Emanuel Blout. C. Brano & Son, Inc. Charles H. Ditsen & Co. Knickerbocker Talking Machine Co., Inc. Musical Instrument Sales Co. New York Talking Mach, Co. Ormes, Inc. Silas E. Pearsall Co. Oklahoma City, Oklahoma Talking Machine Ross P. Curtice Co. Omaha, Nebr.... Mickel Bros. Co. Peoria, III.......... Pulnam-Page Co., Inc. Philadelphia, Pa..., Louis Bushn Co., Inc. C. J. Heppe & Son. The George D. Ornstein Co. Penn Phonograph Co., Inc. The Talking Machine Co. li. A. Weymann & Son. Inc. Pittsburgh, Pa W. F. Frederick Piano Co. C. C. Mellor Co., Ltd. Standard Talking Mach, Co. Portland, Me Cressey & Allen, Inc. Portland, Ore..... Sherman, Clay & Co. Richmond, Va..... The Corley Co., Inc. Rochester, N. Y. ... E. J. Chapman. Salt Lake City, U. . . The John Elliott Clark Co. San Francisco, Cal. . Sherman, Clay & Co. Scattle, Wash......Sherman, Clay & Co. Spokane, Wash....Sherman, Clay & Co. St. Louis, Mo......Koerber Brenner Music Co. St. Paul, Mian W. J. Dyer & Bro. Syracuse, N. Y W. D. Andrews Co. Toledo, O The Toledo Talking Machine Washington, D. C. .. Colien & Hughes E, F. Droop & Sons Co. Rogers & Fischer

Milwaukee, Wis Badger Talking Machine Co.



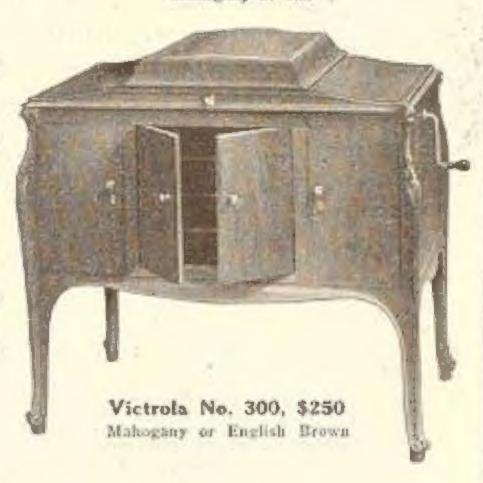
Victrola VI, \$35 Mahogany or oak



Victrola IX, \$75 Mahogany or oak



Victrola No. 120, \$275 Victrola No. 120, electric, \$337.50 Mahegany or oak





Victor Talking Machine Co.

Camden, N. J., U. S. A.

What Is a Live Prospect and How Much Is He Really Worth to the Dealer? :: By G. H. Howe

What is a prospect and how much is he worth to the dealer? That was the question recently brought up at a meeting of talking machine dealers and proved a greater problem than appeared on the surface. One dealer, for instance, declared that he had practically 1,500 live prospects on his cards and stated that they had only cost him between \$75 and \$100, or a little over 5 cents apiece. Another said he had about 1,200 prospects and they had cost him something over 10 cents apiece. Finally an old veteran in the game declared that he had about 150 prospects, that they had cost him over \$1 apiece, and were worth the money.

The difference between the various figures offered by the dealers naturally brought forth some quick questioning. It resolved itself into the query, "What is a prospect?" The old-timer, who has been selling musical instruments for a quarter of a century or more, practically settled the matter when he gave as his definition of a prospect a person who, to the best of the dealer's knowledge and belief, is going to buy a talking machine and some records from that particular dealer. When it comes down to lists, he declared, "I have lists of probably 3,000 names and out of these 3,000 names I have one thousand that may be considered in the selected class, and of that thousand there are at least 500 who are worth following up right now, but when it comes down to prospects I have only about 150, but these people are going to buy from me within the next few months. I know in most cases what they desire, what they want to pay and how. I know their financial standing to be satisfactory and I am all ready to deliver the goods when the opportune moment arrives.

Some are waiting for birthdays-some are going to move into new homes-some are waiting for this event or that, but they know what they want and I know what they want, and it is simply a question of getting together. Those are what I call prospects.

"A good list of several thousand names is not to be sneezed at, because it gives the dealer some basis upon which to work, but that list is simply a directory of possible customers. A careful weeding out will bring the list down to a

How One Veteran Salesman Differentiates Between Lists of Names and Lists of Definite Prospects

few hundred or a thousand names of those who probably will buy talking machines some day, and then the process of elimination is carried out until we have the final list of those who have committed themselves definitely as to price. terms and style, have agreed that we have what they want and are simply waiting. It may be a into the piano business. His plans include the few days or several months.

"When I was a younger man I worked for a occupied by his present store.

piano dealer, and finally one day ran across a woman who said she had no piano, but hoped to buy one some day in the future. I came in very cheerfully and reported to the dealer that I had discovered a prospect. 'When will she be in to buy?' he said. 'Oh, some time when she has the money," was my answer. 'In other words, son, what you got is a name,' and I have never mixed names and prospects since that time.

"I can best describe my idea this way: When a man puts an advertisement in a newspaper the entire circulation of that newspaper represents his list. The answers to the advertisement represent his selected list and those who eventually get down to the closing point, or to the point that promises a definite closing within a reasonable time, are his prospects. Perhaps my idea may appeal more to the pessimist than to the optimist, but at the same time it does not raise false hopes and gives the dealer a better and more certain working basis."

ARTHUR HAMANN OPENS BUSINESS

Former Manager of Starck Piano Co. Returns to Old Home in Sheboygan to Open Store

Sheboygan, Wis., January 2.—Arthur Hamann, who for the past eighteen years has been manager of the Starck Piano Co. in Chicago, has returned to Sheboygan, his old home, to open a talking machine business at 922 Michigan avenue. Although Mr. Hamann will specialize in talking machines he will eventually branch out erection of a modern building on the site now

JANUARY SALES



The large distribution of records over the holidays makes this the one month of the year to develop the "home library of records" idea among your customers.

This set of Peerless Classification labels is designed to sell Peerless albums in your store.

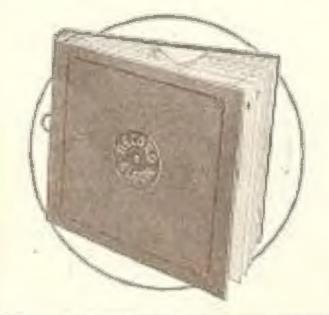
Every labeled Peerless album you sell to-day paves the way for the sale of twelve more records later on.

A set of Peerless album labels is furnished free with each set of albums lettered for Victrolas Nos. 80, 90 and 100.

Write for Our Reduced Prices



Peerless albums are covered and bound with Interlaken cloth.



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York City

Boston Representative L. W. HOUGH, 20 Sudbury St.

San Francisco Representative WALTER S. GRAY CO., 942 Market St.

Victrola No. 100, \$150

Mahogany, oak or walnut



Victrola No 120, \$275

Victrola No. 120, electric, \$337.50 Mahogany or oak

Victrola No. 110, \$225

Mahogany, oak or walnut

Land the second of the second

Victrola No. 130, \$350

Victrola No. 130, electric, \$415 Mahagany or oak



(Registered in the U. S. Patent Office)

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President and Treasurer, C. L. Bill, 173 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 173 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors L. M. ROBINSON, Advertising Manager L. E. BOWERS, Circulation Manager

Trade Representatives: A. F. CARTER, WILSON D. BUSH, C. CHACE, EDWARD LYMAN BILL, V. D. Walsh, E. B. Munch, C. R. Tighe, Scott Kingwill, A. J. Nicklin

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242

Boston: Jonn H. Wilson, 324 Washington Street
London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionzi Stundy, Mgr.
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VIEWS RETROSPECTIVE AND PROSPECTIVE

WE have turned over a new leaf—we have started a new chapter—1922 is with us. It is a period for retrospective and prospective thought. We have just witnessed the passing of one of the most trying years in the history of the industry—a year in which every manufacturer, distributor and merchant had to fight strenuously to score any kind of accomplishment. This striving has brought with it many evils consequent upon the unusually keen competition in the price field, due to overproduction and overstocking. Indeed, the closing months of the year witnessed a veritable orgy of price-cutting in machines and selling on terms that can only be considered unhealthy and dangerous to the stability and progress of the industry.

Such a condition should not be allowed to continue during the year 1922. It should be the aim of every business man to discard those policies which work to the detriment of his business and the industry as a whole. The talking machine industry has long been recognized for its splendid trade practices—its adherence to price-maintenance and the utilization of business methods that have come in for no inconsiderable amount of commendation. A departure from this high standard is to be deplored, and it is time that manufacturers, distributors and dealers arrived at a common understanding that this price anarchy in the retail field should cease.

There must be a close line of demarcation drawn as to the kind of men who are entrusted with the retailing of talking machines. A man has the right to be a free agent, but he has no right to endanger the entire industry in his desire to make money at the expense of the well-being of the entire trade. The situation in the retail field to-day needs remedial action, and the question arises: What policy can best be adopted to make the talking machine business better for 1922? Are there weaknesses discoverable when we analyze the several policies and systems now in vogue? These and other queries are timely and worth considering by talking machine men everywhere.

There is something more in life than the mere acquisition of money—there is honor and reputation. The dealer who desires to build a business that will be enduring must have a definite selling policy—one that will augment the reputation of his house for correct business methods. It is not a time to inject any methods which detract in any way from the stability of the trade. There is no good reason why dealers should announce that a talking machine can be purchased for so many cents a day, or no initial payment on a time

sale. Such publicity has the effect on the public mind of cheapening the talking machine, and that is the very thing that men interested in its future should avoid.

When we consider the wonderful strides made by the talking machine musically and commercially within recent years it seems criminal for any member of the trade to indulge in practices that cheapen this instrument and undermine the industry. To our mind the public should not be encouraged in the belief that a talking machine can be purchased in this way. It is much more advisable to educate the public to a higher conception of trading ethics.

The Talking Machine World has always preached and believed that price-maintenance is the foundation upon which the security of this industry rests. It believes that the trade should oppose strongly the attempt on the part of any of its members to shatter this foundation by indiscriminate price-cutting.

NO ROOM FOR THE MAN WHO DRIFTS IN 1922

SOME members of the industry, both manufacturers and dealers, have drifted into the new year without any fixed plans, and have simply waited for developments, hoping for the best. Others have entered the new year with a comprehensive program elastic enough to meet any conditions, but sufficiently firm to permit of development and the carrying out of definite plans calculated to bring in the maximum amount of the business available.

During some of the past years in the trade the drifter has managed to get along without any great difficulty because there was more business than all the dealers combined could take care of, and he naturally got a substantial share simply through accident. The dealer who drifts along to-day, however, and has not developed a definite advertising and selling campaign is putting an awful burden on Lady Luck.

We have found retailers who have talked a good deal but have not had one concrete idea regarding special exploitation plans for the year; meanwhile they dwell upon the things they are going to do when "the time is right." On the other hand, we have run across dealers who have mapped out regular advertising campaigns; have arranged for concerts and recitals; have surveyed new fields which they hope to conquer and, altogether, are in a position to give an outline of what their activities are going to be for every month of the year.

It may be that conditions will cause a switch in the program, either in the matter of curtailment or expansion, but at least there is a definite foundation upon which the dealer may work. He is not spending his money for exploitation work in spurts, but has a fixed schedule, knows what it is going to cost him each month and realizes how much business he will have to do to cover that cost, in addition to his other overhead. It is simply a necessary factor in conducting all modern business, whether in selling talking machines or carpets. No merchant can simply drift along. He must have his trade compass and his business charts and be prepared to steer a straight course.

THE TREND IN CABINET DESIGNING

THE putting on the market in recent years of many new styles of talking machine cabinets, including those known as period styles, and particularly the various console models, has naturally encouraged the seekers after new business to endeavor to evolve case designs which would have a strong appeal through their distinctiveness.

For years the trade, and public for that matter, were satisfied with the ordinary upright type of talking machine. Everyone knew what it looked like and recognized it in the home. Eventually it was felt that distinctive designs would make an appeal to those who, although in a position to spend substantial sums for talking machines, found that though they could buy more elaborate cabinets of an accepted design they could not secure anything that was really exclusive and emphasized the fact.

Then came the craze for something different—something that was a talking machine and yet was not a talking machine so far as appearances went, with the result that the console models and the other new styles that have become familiar to the trade were evolved.

It is now maintained, however, that, in the effort to get away from sameness in cabinet design, the pendulum has been swung too far in the other direction, and we are now faced with the danger of seeing a number of freak styles offered to the public. In fact, there already have been evidences of a tendency in this direction.

It is very likely that a variety of styles of talking machine cabinets is to be desired in order that all tastes may be satisfied, but it is a grave question whether the talking machine revealed by the opening of a desk or the moving of a shelf of books, or the sliding of a wall panel, is calculated to help trade development.

There is a wide difference between the artistic and the freak styles. There are so many opportunities for casing the talking machine mechanism so that the result will be distinctive and artistic, while still remaining a talking machine, that there seems to be no real reason to resort to camouflage. It is much better for the industry to offer something that is recognized as a talking machine, although beautifully and expensively cased, than it is to offer some article of furniture or equipment that unexpectedly turns into a talking machine.

Bitter medicine is sugar-coated in order to fool children and placate elders, but the talking machine of to-day is too well known and too widely appreciated to require this coating of camouflage. It is all right to have it different, but at least have it sensible and artistic.

MUSICAL EDUCATION BY MEANS OF RADIO

THE transmitting of talking machine music by radio has become so prominent and so universal within the past few months that the stories of such events have been crowded off the front pages of the newspapers and are now handled as ordinary events, but the opening of this new field for the exploitation of the talking machine is a matter that is of general interest to the trade, for it all means publicity and publicity means business.

The Westinghouse Co. has been for some time past holding a series of nightly radio concerts from its sending stations in Newark, N. J.; Pittsburgh, Pa., and other cities, covering a radius of practically a thousand miles and interesting many thousands of amateurs and radio enthusiasts and their friends.

The sending of music by radio may be considered in the nature of a novelty and without any great value, but the fact that the talking machine has been so closely associated with such work at the outset is a matter of congratulation.

THE NEEDS OF THE PATENT OFFICE

FOR a number of years there has been a persistent demand for Congressional attention to the needs of the United States Patent Office, but the demand has been neglected to such a degree that a situation has developed that represents a real menace to the business life of the country. Two years ago, for instance, the Patent Office was 15,000 applications in arrears, and to-day, according to the Commissioner of Patents, it is 56,000 applications in arrears. These figures offer convincing proof of the seriousness of the situation.

The efficient handling of the business at the Patent Office is a most important matter, for both the development or the ruination of a business may depend upon the decision of the Patent Office regarding the strength of patents under which it operates. There is no question but that the revival of business is hindered to a material extent as a result of this situation, for, of the thousands of patents being handled, there are unquestionably many that, put into force, would mean the establishment of new industries, the employment of many new workers and a material increase in the business activity of the country.

Expert examiners in the Patent Office are paid only from \$1,500 to \$2,700, ridiculously small salaries in the face of existing conditions and the work the men are called upon to perform. The result is that skilled examiners are resigning from the Patent Office service and finding more profitable employment elsewhere.

In view of the situation, which is now so generally recognized, it would seem that members of the music industry, as well as business men generally, should support strongly the bill now before Congress providing for fair increases in the salaries of Patent Office employes. The fact that the bill provides for an increase of \$5 in the patent fee (from \$35 to \$40) should not serve to weigh against the great relief that the passage of the bill may be expected to afford to industry as a whole.

AIDING SELLING ABILITY OF RETAILERS

When the word school is mentioned in connection with business there is, naturally, a feeling that it is intended for the instruction of the amateur—the man who is seeking to break into the field. It has been demonstrated most impressively, however, during the past couple of years that the veteran salesman and dealer is in a position to gain quite as much from a course in salesmanship as is the beginner and, in fact, to gain more, because he has been drilled in the fundamentals of the business and can profit the greatest from the suggestions offered in the selling course.

The Victor Red Seal School is perhaps an outstanding example in this trade, for not only has it served to add immeasurably to the selling ability of retailers, but it has offered instruction that has proven profitable to leading wholesalers—men who have been in business almost from the time of its inception. Other salesmanship courses and classes have been conducted by various manufacturers and wholesalers, with excellent results in every case, where the instruction is based upon actual experience, and where the classes provide for an interchange of ideas. The individual is handicapped, indeed, who cannot secure from that mass of practical information ideas that can be introduced immediately and advantageously into his own business.

Many of the general salesmanship courses represent simply a mass of theory which depends upon the natural intelligence of the student to put into practical use; but in this industry, at least, the selling instruction has been practical and has, without doubt, proven a tremendous factor in not only keeping the business going as well as it has during the past few months, but it has helped to give many retailers handling talking machines a proper conception of the importance and dignity of the industry.



NEW TELEPHONE NUMBER FITZROY 3271—3272—3273



VICTOR SUPREMACY

meant much to the Victor retailer during the past year-particularly the retailer who was exclusively Victor.

We believe that the Supremacy of Victor merchandise, plus the wholehearted efforts of the retailer, will make 1922 the biggest and best Victor year.

To this end we extend our services.

ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York

Developing a Valentine Music Campaign and Other Business-Building Means :: By W. B. Stoddard

"Say It With Music," one of the most popular songs of the past season, suggested to the Rudolph Wurlitzer Co. store in St. Louis, Mo., the idea for a Valentine Music Campaign, which proved very successful as a sales maker. Through the papers a special Valentine concert was announced, scheduled to take place a week before St. Valentine's Day. To all of the company's patrons who had purchased machines or records during the past year special invitations were issued. These were heart-shaped, red in color and bore the invitation in gold letters on the first page. Inside was the program: "Little Gray House in the West," Gluck; "Last Rose of Summer," Tetrazzini; "Sunshine of Your Smile," McCormack: "Call Me Thine Own," Garrison: "Mighty Lak a Rose," Farrar and Kreisler; "Roses of Picardy," McCormack; "A Dream," Caruso; "Kiss Me Again," Garrison; "For You Alone," Caruso; "When You Look in the Heart of a Rose," McCormack.

The newspaper invitation was a double-column ad, with a border simulating a lace paper valentine, and after extending an invitation to the concert, the date and hour being mentioned, the ad concluded: "Real Love Messages of All Sweethearts-Victor Love Records in Valentine Envelopes. Come and hear these tender songs by the world's greatest artists and then pick out one or more of them and let them be your valentine. Say it with music."

The concert lasted an hour, with an intermission of twenty minutes, during which the operation of the machine was explained, special request records played and any questions answered. No one was asked or expected to buy, but many were anxious to avail themselves of

the opportunity, especially after hearing some of the concert records played. Particular interest centered in the valentine records, which were displayed on a table in a bower of red and white, set off with a number of hearts and darts. All of the records played at the concert, and fully a hundred other ballads, ancient and modern. were included in the list. Each was enclosed in a stout manila envelope, with lines for the address of the recipient, and in the corner a fat Cupid and the little verse:

I wish you'd be my Valentine, I haven't words to say it; I'm sending you this record, so put it on and play it.

The window that complemented the other publicity features showed an outline heart six feet high, the wire frame being completely covered with red paper roses. Inside the heart was a Victrola, and red ribbons ran from it to a number of records set in racks down close to the glass. Each record had a red heart pasted to the center, on which in black letters was the name of the selection, and all of them were records to be played at the Valentine concert. A card set on an easel and bordered with red hearts extended a cordial invition to the general public to attend the concert.

Catering to the American Legion

The glorious American Legion is an organization that will have to be reckoned with from now on. Its numbers are increasing daily, as more and more of the boys join, and it will pay dealers to make an occasional special appeal to its members. Of course, the most advantageous time to do this is when there is a district or State meeting and large numbers of them are gathered together. Such a plan was adopted during the national gathering at Kansas City last Fall. In order to make a more forcible appeal,

instead of individual advertising, all of the leading music dealers joined together in a full-page co-operative ad:

BOYS OF THE AMERICAN LEGION Here's the best thing you've seen or heard since you first caught sight of the Statue of Liberty. While P. W. L. drop into any of these dugouts and bear the new Legion song, "Hurrah, American Legion!" It's a whiz bang!

Then followed the list of firms: Paul Talking Machine Shop, J. W. Jenkins Sons' Music Co., Eddie Kuhn Song Shop and S. S. Kresge Co. Of course, any other desired records could be substituted for the one advertised here.

Hamburger Gives Wireless Concerts

Hamburger's, Los Angeles, Cal., recently introduced a distinct novelty in the way of increasing the sales of its phonograph department. A short time ago wireless operators, both amateurs and professionals, were surprised to get the following announcement through their receivers: "This is experimental station 6XAK speaking, Hamburger's wireless station, located on the roof of the store. Commencing to-day and continuing for an indefinite period there will be various concerts and other announcements. We will now have a selection from the phonograph." Then followed one of the latest records and thousands of radio operators-there are 10,000 within reach of the instrument-listened in while Hamburger's gave a concert lasting from 4 to 5 p. m. Announcement of the new service was made in the papers, with the statement that in addition to the afternoon concerts the store will give concerts on Monday, Wednesday and Saturday nights, from 8 to 9 o'clock, and will later establish a service between 8 and 9 o'clock in the morning.

Linking Up With the Concert Artists

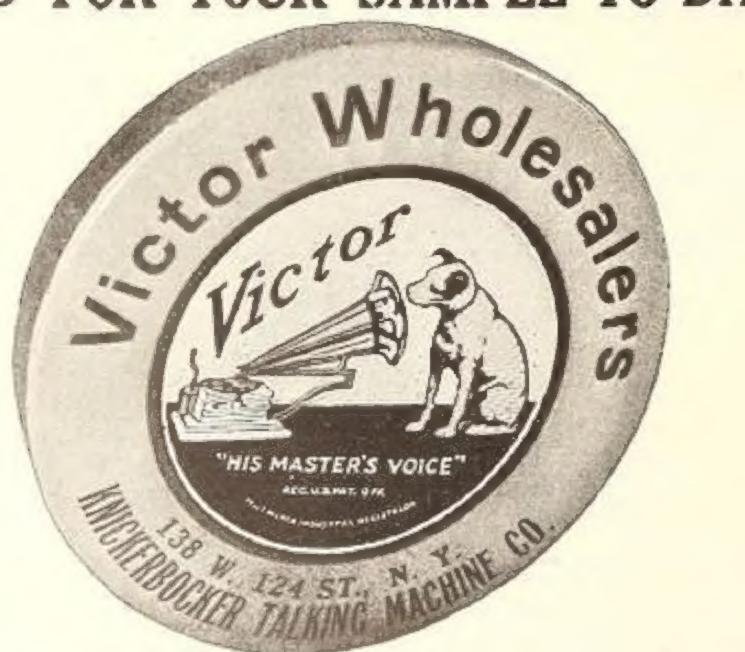
Now that so many of the world's most famous artists are making records for talking machines, it is very easy to tie up their names with the records. Comparatively few can hear the original artist, even when he appears in the city, but everyone who possesses a talking machine can hear his music. This was the argument advanced by the Powers Co., Portland, Ore., at the time of the recent appearance in the city of Jascha Heifetz, the brilliant young violinist. At the time of his appearance this concern arranged a window fitted up as a sun parlor, with wicker furniture and cretonne draperies in maroon and black. The entire background was given over to a bust painting of Heifetz of heroic size -six feet square. At one side was a talking machine and on a long, low mound, draped with maroon silk, were shown a number of his records. A card advised: "Hear Jascha Heifetz, the wonder vioilnist, and then come down and make a selection of his records, so that you can continue to enjoy his music regularly until he comes again."

NEW GRANBY DISTRIBUTORS

HIGH POINT, N. C., January 6 .- The Granby Phonograph Corp., Norfolk, Va., has announced that the Shipman Organ Co., of this city, has taken on the Granby line in the South as distributors. W. J. Shipman, treasurer and vicepresident of the Shipman Organ Co., recently spent a few days at the factory of the Granby Phonograph Corp. at Newport News, Va., and consummated the deal. Through the large business in organs which this company does through the South, it is well known to practically every music dealer, and it is expected that this new connection will greatly increase Granby prestige throughout the Southern States.

The good will of customers is the greatest asset a merchant can have. Without it he is in danger of going on the rocks.

SEND FOR YOUR SAMPLE TO-DAY



Mr. Victor Retailer-

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner? We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush. YOUR ad inserted without extra charge.

Victor Wholesalers 138 West 124th St.

New York City

Clip out, pin to your business letterhead and mail to
The Globe-Wernicke Co., Cincinnati, Ohio:
Please send me information on your cabinet which will interest the people steadily buying records of me. This without obligation, pwi

A coupon that opens new profits to you—



When people accumulate books they buy extra bookcases. Today the very same people are looking for something to keep their surplus phonograph records in, records bought steadily for the past two years. You should be equipped

to fill this ever-growing demand.

The popular console machines hold about eighty records. Think how quick a family assembles eighty records!

Brown Disc Record Cabinets made by The Globe-Wernicke Company will fill this need in thousands of homes. Their construction is completely unique. Like all Globe-Wernicke products, they are "built to endure."

Nowhere can be found such an adequate method for filing records. The Brown Disc Record Cabinet is very simple, but tremendously serviceable. The mechanical features form real selling points. You will find both men and women appreciate them.

Brown Disc Record Cabinets come in varying sizes, from two to twelve drawers. They are finished to match any talking machine. As a neat, useful piece of furniture they can find a place in any home. Some with bevelled edges permit of a small machine fitting into the cabinet.



Clip out the coupon above. It will bring you details of a plan that means extra profits for you. Such a cabinet is marketable NOW.

Makers of Sectional Bookcases, Filing Cabinets in Wood and Steel, Office Furniture, Steel Safes, Stationers' Supplies, Filing Cabinet Supplies and Disc Record Cabinets

The Globe-Wernicke Co.



Winter is the time when folks buy records. You can sell them cabinets, too, if you'll try.

COLUMBIA PRIZE-WINNERS

Harry R. Lamoreaux Wins First Prize in Columbia Dealers' Advertising Contest

The judges in the dealers' advertising contest sponsored by the Columbia Graphophone Co. amounted their decision recently and the win net of the first price was Harry R. Lamoreux, Columbia dealer at Cherokee, Ia. Hundreds of advertisements were received by the judges and to our sa dealers in ad parts of the country participated in this paigne advertising idea. The contest started on November 1 and finished on December 1, and the only provision was to the effect that all advertisements entered in the contest must be devoted exclusively to Columbia products and carry the Columbia trade mark.

Mr. Lamorens, in the winning advertisement, official the farmers 40 cents a bushel for their rots, to be applied as payment for a Grafonola. Mr. Lamorens offered to deliver the Grafonola by truck and cart away the corn with the same truck. As winner of the first prize this enterprising dealer will receive free advertising in his

local newspaper totaling six times the space of the winning advertisement, which was a full page

The Honk Drug Co., Indianapolis, Ind., was the winner of the second prize, which consisted of free advertising space totaling five times the space of the winning advertisement. The Typewriter Supply Co., Ft. Worth, Tex., won the third prize, consisting of free advertising space totaling four times the space of the winning advertisement. The Haverty Furniture Co. Houston, Tex, was the winner of the fourth prize, which consisted of free advertising space totaling three times the space of the winning advertisement. H. B. Vanosdall & Bro., Ashland, O., was the winner of the fifth prize, consisting of free advertising space totaling twice the space of the winning advertisement. The Farrar Furniture Co. Bangor, Me., was the winner of the sixth prize, consisting of free advertising space totalmg the same size as the winning advertisement

Optimism is a fine thing, but it doesn't count for much without a little bustle behind it. Pessimism and lazmess often travel together hand in hand, and they re going down hill all the time.



Join the Army of TONEPEN Dealers

A large number of dealers are now selling TONEPENS because they are better than ordinary phonograph needles. A TONEPEN plays loud, soft and medium. Our TONE-PEN is good for at least one hundred records without removing it from the reproducer.

As soon as a prospect hears the results obtained with the marvelous TONEPEN he buys a set of three for fifteen cents—the retail price.

Display Cases and Cards

Every dealer who orders a gross of TONEPENS receives free of charge the TONEPEN display box and four of the attractive display cards shown on this page.

Attractive Dealer Offer

TONEPENS are sold at such a liberal discount to the trade that it pays to handle them.

Write today for our attractive dealer offer. Let us send you a gross of TONEPENS with the free display box and the free display cards.

Fifty Sample Cards FREE

With every initial order we give 50 cards of Tonepens FREE for distribution as samples.

TONEPENS are guaranteed. If any dealer or user finds that TONE-PENS do not live up to our claims we will refund his money. No dealer runs any risk in stocking up with TONE-PENS.

THE TONEPEN CO.

217A Center Street

New York



In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Cotorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phinographs and sewing machines—for polishing furnitive and wood work and is odorless and will not atain. It is free from and and will not give, or become rancid. Sportsmen find it best for gives because it prevents rust.

NYOIL is put up to 1-oz. 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A

HOPE TO EFFECT A REORGANIZATION

Creditors of the Remington Phonograph Co. Meet in Philadelphia—Disposition Manifested to Effect Reorganization of Business

PHILADELPHIA, PA., January 3. -At a meeting of the stockholders of the Remington Phonograph Co., held at the Continental Hotel, this city, during the past month, a committee of five of the most active stockholders was selected with instructions to make all the necessary investigation relative to the advisability of continuing the business and report back to a full meeting to be held some time during this month. The meeting was attended by more than 400 stockholders. Addresses were made by Louis Jersawit, receiver in equity; James S. Holmes, vice-president; B. H. Stern, attorney, and P. E. Remington, president. A general disposition was manifested to effect a reorganization with as little delay as possible.

VOCALION DISTRIBUTORS ACTIVE

Both in Detroit and Cleveland Territories Many New Dealers Have Been Appointed

Oscar W Ray, head of the wholesale Vocalion record department of the Acolian Co., returned recently from a trip through the Middle West in the course of which he visited the Lind & Marks Co., Vocabon distributors in Detroit, as well as the Vocalion Co. of Ohio, distributors in Cleveland. Mr. Ray was enthusiastic over the progress being made in both territories

The Vocation Co. of Oluo, which is among the newer distributors, has provided commodious and elaborate quarters for handling the Vocation line, including over 4,000 square feet of store-room space. The company has already established seventeen new dealers for the Vocation in Cleveland and vicinity.

ABOUT A CERTAIN SALESMAN

Two business men were talking about a salesman who had made a record

"Yes," said one, "he has made big sales this year, but I wonder how long he can continue doing the work."

"Why?"

"Because he makes people buy instead of making them want to buy."

In that last sentence is a whole book of wisdom for every salesman.

Every salesman should ask himself: "Am I making them buy my goods or am I making them want to buy my goods?"

It is one thing to crain goods down the throat of the customer. It is another thing to handle him so that he will reach for the goods himself, says the Treasure Chest.

NEW REGULATIONS REGARDING CLAIMS FOR TAX REFUNDS

Excess Payments Will Be Returned to Taxpayer Immediately Under New Ruling Issued by Internal Revenue Bureau-No Change in Rules Regarding the Taking of Inventories

Washington, D. C., January 5.- New regulato us regarding the procedure to be a flowed by the Internal Revenue Bureau in dealing with claims for refund and abatement of Federal taxes have been assued by Commissioner David H. Flair and will result, it is declared by officials of the Bureau, in the more prompt adjustment of Nach claims.

Heretofore, when an overassessment or overpayment was disclosed by the Bureau in auditing a tax return, the taxpayer was mysted to file a claim for the abatement of the overassessment or the refund of the overpayment. When received the claim was filed until reached in due course for consideration, which often meant a delay of many months

Hereafter taxpayers will not be advised of their privilege of filing such claims, but instead will receive a certificate of overassessment and a check in correction of the error, or, if an assessment is outstanding against the taxpayer for income or excess probits tax, the overpayment will be applied against the assessment and any balance remaining immediately refunded. At though it will no longer be necessary for taxpayers to file such claims when they themselves discover errors, they may continue to do so if they wish

This action on the part of the Bureau is taken as a result of the inclusion in the new revenue law of a provision requiring the Government to pay interest upon claims for refund in an effort to reduce the amount waich must be paid in that way. This provision, according to business men and tax experts, will do more to bring the work of the Bureau up to date and bring about

Instructions for taking insentories under the new revenue law have been prepared by the

Bureau of Internal Revenue and transmitted to collectors throughout the country. Morebauts, manufacturers and business men generally, it is pointed out, need experience no difficulty in taking their inventories for 1921, as no change has been made in that section of the revenue law relating to inventority

Present Treasury regulations provide that itventuries must now be valued at "cost or market, whichever is lower," the Bureau explains Taxpayers were permitted, regardless of their past practice, to adopt the "cost or market, whichever is lower" hasts in taking their inventories for 1920, but thereafter, the regulations provide, changes can be made only after permission is obtained from the Commissioner of Internal Revenue

"In the case of a merchant," it is pointed out, " 'cost' means the invoice price less trade or other discounts, excepting strictly cash discounts approximating a fair rate of interest, which may It deducted or not at the option of the taxpayer, provided a consistent course is followed. To the net invoice price should be added the cost of transportation and other necessary charges incurred in acquiring possession of the goods

"In the case of a manufacturer 'cost' means the cost of raw materials and supplies, expenditures for labor and indirect costs incident to production, including a reasonable proportion of management expenses, but not including any cost of selling of securing refurn on capital.

"'Market' means the current bid price prevailing at the date of the inventory for the particular merchandise. The burden of proof as to the correctness of the price rests upon the taxpayer the prompt settlement of claims than any other in each case. Where no open market quotations method which has yet been devised for this pur- are available the taxpaver must use such evi- out and one of the most attractive in the city dence of a for market price at the dates nearest the inventory as may be available, such as specitie transactions or compensation paid for can-

eclation of contracts or purchase common ent. Where, because of abnormal conditions, the taxpayer has regularly sold merchand so at prices lower than the market bit price the inventory may be valued at such prices. The corrective si of such prices will be determined by reference to the actual sales of the taxpayer for a reasonable. period before and after the date of inventory Prices which vary materially from the actual prices so ascertained will not be accepted as reflecting the market.

"The value of each item in the inventory may te measured by cost or market, whichever is lower. An entire stock may not be inventoried at cost and also at market piece, and the lower of the two inventories used. Inventories on whatever basis taken will be subject to investigation by the Commissioner of Internal Revenue, and the taxpayer must satisfy the Commissioner of the correctness of the prices adopted. He must be prepared to show both the cost and the market price of each article included in the inventory

'In the conduct of modern business it is of the atmost importance that every business, large or small, whether corporation, partnership or individual, shall maintain an exact record of receipts and expenses. No special system of accounts is prescribed by the Bureau of Internal Revenue, but the books should show in detail inventories, purchases, sales, capital investments, depreciation and similar items required in making up income tax returns."

Forms for the making of returns of 1921 income will be available at an early date

ROGERS & FISHER IN NEW HOME

Washington, D. C., January 2.-The firm of Rogers & Fi-her, local Victor wholesalers, is now established in its new home at 1219 I street, Northwest. The structure is modern through-

The man who really "delivers the goods" doesn't have to knuck at back doors.



Pacific Coast Distributors



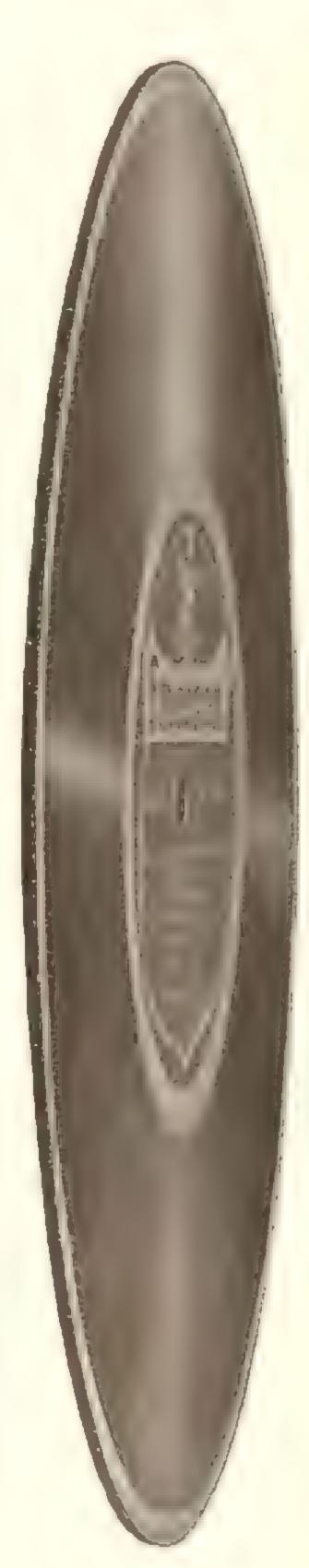
Victor Victrolas Victor Records Victor Accessories

Main Wholesale Depot: 741 Mission Street, San Francisco

Branch Wholesale Depois:

444 So. Brnadway, Los Angeles, California 45 Fourth St., Portland, Oregon Oceanic Bldg., Cor. University and Post Sts., Seattle, Washington 427 West First Ave., Spokane, Washington

Emerson Records



always have been, and still are, predominantly popular for dancing.

Each month the latest hits are carefully selected and recorded with the inimitable tone depth and clarity that make Emerson dance records superior.

Ten Latest Fox Trot Releases
THE SHEIK. Fox Trot
BLUE DANUBE BLUES. Medley. From the Musical Production, "Good Morning, Dearie." Fox Trot. Natzy's Biltmore Hotel Orchestra I AIN'T NOBODY'S DARLING. Fox Trot.
Ray Miller's Black and White Melody Boys 10477 WHEN BUDDHA SMILES. Fox Trot
10482 IT'S YOU Fox Trot Sherbo's Little Club Orchestra
10483 STARS. Fox Trot Glantz and His Orchestra
VOCAL NUMBERS
WHEN SHALL WE MEET AGAIN? Male Quartet. Orchestra Acc. Broadway Quartet BIRDS OF A FEATHER. Tenor Solo. Orchestra Accompaniment: Vernon Dalhart
WEEP NO MORE, MY MAMMY. Tenor Duet. Orchestra Accompaniment Charles Harrison and Everett Clark SOMEBODY'S MOTHER Tenor Solo. Orchestra AccompanimentSam Ash
10484 I'VE GOT THE RED, WHITE AND BLUES. "Blues" Novelty Piano Accompaniment, Eubie Blake I'M A DOGGONE STRUTTIN' FOOL. "Blues" Novelty Piano Accompaniment Eubie Blake Noble Sissle Piano Accompaniment Eubie Blake
10485 BROTHER LOW DOWN. "Blues" Char. Song Orchestra Acc Al Bernard DOWN IN MIDNIGHT TOWN Character Song Orchestra Acc Billy Jones
APRIL SHOWERS. From the Musical Production, "Bombo." Novelty Song. Orchestra Accompaniment THOSE OLD-FASHIONED DAYS Tenor Solo. Orchestra Acc Richard Bold
STANDARD SELECTIONS
10486 POOR BUTTERMILK. Piano Solo
MELODY IN F. Instrumental Trio SALUT D'AMOUR (Love's Greeting). Instrumental Trio Adler Trio
10488 SPRING SONG. Violin Solo Piano Accompaniment
A PERFECT DAY. Contraito Solo

Emerson foreign records for the new year are paramount in their respective languages
All Emerson Records play on any phonograph



Emerson Phonograph Co., Inc.

New York City 206 Fifth Avenue Chicago 315 So. Wabash Avenue

Stassio Berini

The "Musical Instrument Theory" of Talking Machine Salesmanship Works Out in Practice

The merchant who reads each month a whole magazine full of articles intended to tell him how to run his business must sometimes think that trade papers are run entirely by men who never sold a thing in their lives. The more abstract, the more general a salesmanship article may be, the less readily is it likely to be swallowed by the merchant who is hungering for something "practical"; that is to say, who wants to know some definite thing which he can do, here and now, to bring in new business, improve collections, move his stationary stock and make himself feel happier generally.

No one writer, of course, possesses any magic key to unlock the secrets of salesmanship. After all, there is a plaguey lot more in selling to an unresponsive public than can be summed up in any course of lectures in salesmanship. It is, no doubt, true that salesmanship is the power (in the words of an authority on the subject) "to persuade people to purchase goods at a profit," but there are a great many possiblities wrapped up in that definition, and a great many of what may rightly be termed impossibilities, too

The Fundamental Fact

The value of salesmanship articles, of discussions of salesmanship, or of anything else of the kind, rests upon the fact that in modern conditions of life the task of discovering and meeting the needs of the people is often not easily disentangled from the parallel task of inventing articles for sale and then creating a demand for them. The two ideas are not on the same level. But they are parallel

Now, when the increhent says that he is aunoyed by what he calls "theoretical" advice, he is making two different and separate mistakes. He is supposing that general principles cannot be easily applied to concrete cases, and he is confusing the marked difference between the salesmanship that fills acknowledged needs and the salesmanship which has first to prove that the need exists before it can begun to seek that which will fill the need

Creating the Need

What, for instance, is the talking machine, and what are the records it uses but excellent examples of this second great class of commodules? Before the talking machine was invented its usefulness may, indeed, have been dreamed of by some prophetic-minded writer or thinker, but until it actually came into existence the general public was not so much as conscious that any need, use or place for it existed or could exist. There was not merely indifference, their was complete ignorance. So, from the start, in the talking machine business it has always been necessary to demonstrate the need for the

machine and its accessories, to show that the industry itself is legitimate and has its place as a beneficial, indeed an actively benevolent force, not merely for entertaining society, but for helping to make life better worth living. That idea has had to be beaten into the consciousness of the people by slow and persistent effort. To accomplish this task has called for the best brand of salesmanship, whether by the printed or the spoken word. But it has had to be theoretical salesmanship from the start.

That is to say, it has had to be based on some debuttely conceived and deliberately worked-out plan, originally deduced not from experience, but from analogy, imagination and logic. When there is no actual previous experience to go upon the man who undertakes to work out a plan of salesmanship must be able to draw upon a wide

Proper Advertising Is a Force Which Gradually but Steadily Pulls Its Object Along with It to Fullest Success

knowledge of the workings of parallel though different branches of business. He must know what other men, creating demand for other articles, have had to discover, to experience, to achieve He must know how their plans were conceived how they were worked out and what lines of reasoning, guided those who devised them. He must, therefore, he able to reason actording to sound logical processes, and must possess a large fund of historical knowledge cas it may rightly be called of business processes, apon which to biald the new structure of sairs manship which he is planning to erect

A Theory of Salesmanship

In a word, he must have the materials for a theory of salesmanship and the ability to construct a workable theory out of these materials. He must, therefore, be a "theory-t," hor aid sounding as the word may be in the ears of the man who delights in calling himself practical. All salesmanship in the talking machine business began as purely theoretical and was only changed as the terms of the theory were found

Where the reason of a second to those a managed unchanged, there has a minor to be seen to be an out of two of march the constructions of the construction of the construction of the march the analysis of the march the all high class task has not seen the march the "musical matrix of the theory of self-called the "musical matrix of the theory of self-called the "musical matrix of the construction."

Upon this theory, a sciep of in viries wave, unlarged here and contracted there is metales modified in one way and sometimes in another, has been built up the extractionary corress which has greeted the table to making during the last fitteen scars. It would be highly aloned to reject this theory because one does not understand it or because it is not quite so simple a matter as it seems to be at that agin.

It is, however, evenent, from what our nears among dealers and the retail rede achievally, that this great theory, which has been so marvelously carried to success by the great manufacturers who have made our measury what it is, hads itself in grave danger. It is in danger from neglect and in equal danger from that impatient earnestness which whits to understand everything in a moment and is always rejecting ideas because they cannot be brought under this momentary yoke.

The Chill Breath of Neglect

Now is the time when the merchants throughout the country who have talking machines and records to sell are asking themselves here they may get larger returns to an their efforts. Let them pause and think A structure built on pulshe confidence and public interest is slow a-hardsmg, yet quickly disappears under the chill of neglect. It took life on years of advertising according to a care in's developed theory of salesmanship to bring the talking machine in the past tion it was occupying when the great warst me prosperity was at its beight. Bet the structure thus built up is a structure which cannot be made permanent by any wi-fing. It must be kept up constantly, it must persistently be built on, over and over again, for it vanishes as a dream before the cold breath of niglect. Advertising is a losse which gradually yets slowly but very steeds pulls as object alone with a to success. But advertising is like a gas engine. It must be constantly repleasing I with incl. The finest motor car ever made is uscless on a ramy night, ten n les from anywhere, with an empty gasoline tank

Now we are use the retail trade of failing to replenish their gasoline. Play are or darger, that

Quality The "VICSONIA" Reproducer



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas,

Fitted with permanent jewel point. No loose parts,

Note: The Viesoma is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50 Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records

VICSONIA MFG. CO., Inc.
313 E. 134th STREET NEW YORK, N. Y.

Helping You to Sell



Columbia

Records for the Grafonolas You Sold at Christmas

New Columbia Grafonolas in thousands and thousands of homes—the Grafonolas that were sold at Christmas!

You sold some of these Grafonolas. Now sell the records that people want, and must have, in order to get real enjoyment, all through the year, from the Grafonolas they bought at Christmas.

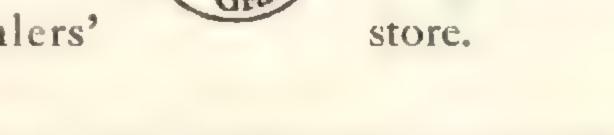
Don't wait till they find out for themselves that they want new records. Tell them, in your circulars, your hangers, your window displays, and in the newspapers, all about Columbia Records. Use the newspaper advertisements which we offer to you in the Columbia Dealers'

Advertisement Service for January—shown on the opposite page. Order from us today electrotypes of the ones you want.

These advertisements will remind your customers of the new Columbia Records they can get from you, to give them increased enjoyment from their Christmas Grafonolas.

Of course these advertisements will help you to sell more Grafonolas, too—nearly all of them mention the easy-payment plan. Order

your electrotypes at once, and use these attractive advertisements to bring customers to your store.



Grafonola

COLUMBIA GRAPHOPHONE COMPANY

New York

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED

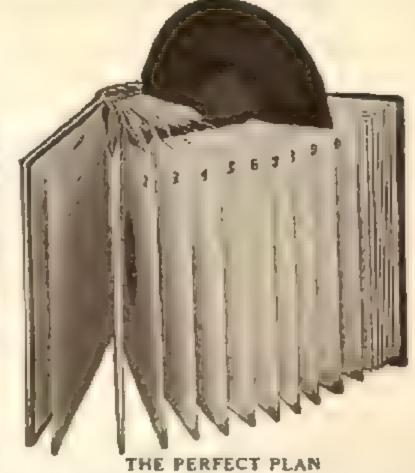


We are at your service for 1922

In wishing our on tomers basiness prosperity, we also add that our aim and desire will be to serve them satisfactorily in every way, the very best possible in exclarage for their money, other harms coroperation included

May 1922 be a year during which we can all aix our declines together have been enjoyable as well as satisfactory.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR. COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS



NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

TALKING MACHINE SALESMANSHIP

It chima it from pore 15)

built up of public confidence and public interest in the talking much ne. They are actually for getting that the "imporeal instrument" theory is the only one which has ever sold talking machines protitably. They are torgetting how to sell music and are trying to sell trimitale, terms and talk. They are making a mastake. This trade needs to forget consideration based upon temporary paint and to go back to the well tested and sound theories of sidesmension alteredy described. They we shall have that revival for which we are all asking.

Theories of salesmanship, then, are not non-sense. When they are based upon sound principles they are smally systematic titles for practical application. All great work is done on the basis of sound theory, and the 'musical instrument' theory of falking machine salesmar ship, the theory which has made the names Victor, Edison, Columbia, Brianswork, Sociola names of world wide import, known from North to South, from East to West is the oily the ex which has ever worked or ever will work. We want more 'therex,' not less of it, and wo wind it to be sound theory, anshireden by applied.

The road of malare is strong with northings who didn't be not in advertising

MATHUSHEK ADDS VOCALION LINE

Meriden, Conn., Branch of the Mathushek Piano Mfg. Co. Occupies New Store and Secures Acohan-Vocalion Agency

Mr 213, Coss, December 29. The local retail branch of the Mathushick Piano Mig. Co. at 31 West Main street, which recently moved into its present quarters, has secured the agency for the veolar Vocalion and Vocalion records, according to Carl Strauss, manager of the establishment

Seven sound proof record demonstration booths base been constructed, and merider to facilitate the service to customers the store will be conducted on a self-serve, plane to a certain extent. Each month, had controlled on a counter, and controlled on a counter, and controlled on the land to select records and my them in the landtes.

The new establishment offers unrised opportunities for the display of the infilling of Vachi-bek pixtos which are carried in stock

BRONX RECORD STORES CHARTERED

The Brons Record Stores, follower machine dealers, or New York City, have been a analog a charter of incorporation under the law- of New York State, with a capital of \$10,000. Incorporations are R. and F. Duff and J. Greenwald.

ENGLISH LIKE AMBEROL RECORDS

Jake Graham Establishment in Liverpool Finds Ready Market for Edison Blue Amberol Cylinder Records and Amberolas

The accompanying illustration shows part of the record department of the Jake Graham establishment, factors for Thos. A. Edison in Liverpool, among the oldest concerns in lingland, and one of the early subsections to The Falking Machine World. The Lidson Blue Amberol cylinder records and Amberolas are bandled here and



Jake Graham's Amberol Department

it is interesting to know that the old style cylinder is still tinding a ready market among British missic lovers.

In a ferfer to The World, Burt Reynolds, manerer of the evender department, says in part. A big major to or people consider the Blue Ambierol and the Araberola to all intents and purposes dead. As for as we are concerned it is not dead sit is a pectry 'live' business."

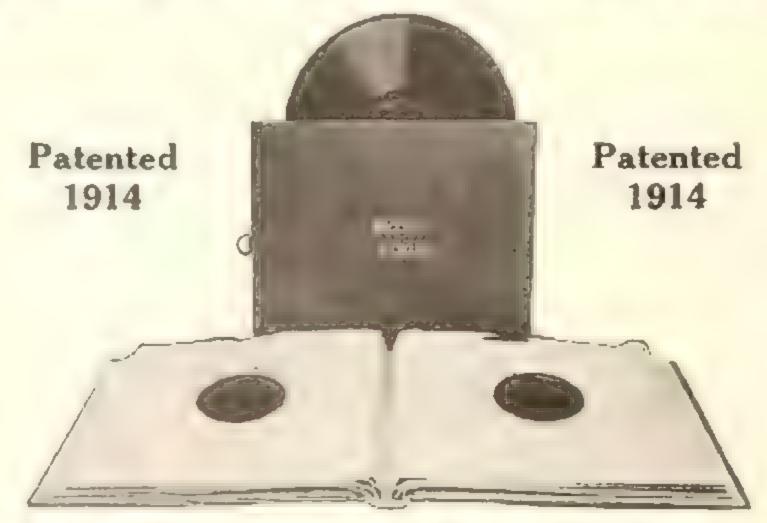
The Jake trea and establishment, of which W. A Hunt is propertied to one of the widely known talking machine horses in Laverpool, and, in addition to featuring Amberola phonographs and libral Analeurol revords, various talking machine movelles for levelod. The concern also has a large repair parts department in which parts for any make of machine machine that in the of machine.

INTERESTED IN NEW VENTURE

Music Roll Co. Standard Paper Box to and the organizer of the Arts Co., is one of the active against an the newly organized Newark Recording Laboratory which has opened up offices at 15 West Park street, Newark, N. J. The company has several contracts to record for record manufacturing companies and in addition will specialize in additional voice and instrumental recordings and will give particular service to teachers and students.

Never imagine that only facts matter. Sentiment is a fact, too, and an important one.

ARE YOU PREPARED?



Keen con petition is the keynote of business for 1922. Goods of quality will rule the day. If you handle goods of high quality-Particularly Boston Alturns-you need have no fear of the future. Your business is assured. Buston Albums are made right. To satisfy your most exacting customers.

BOSTON BOOK COMPANY

501-509 Plymouth Court

CHICAGO, ILL.



NONE BETTER MADE

DEAN

UNIFORM POINTS

UNIFORM LENGTHS

PERFECT REPRODUCTION

THE WORLD SHOT ING STREAM NO. 1 FULL YOM LOUD FOR THE MOST FULL YOM LOUD NO. 2 FULL YOM LOUD NO. 3 FULL YOM LOUD NO. 3 FULL YOM LOUD NO. 4 FULL YOM LOUD NO. 5 FULL YOM LOUD NO. 5 FULL YOM LOUD NO. 6 FULL YOU NO. 6 FU

Territory
Open for
Live Distributors



Write for Our 1922 Prices

Manufactured by

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street, New York

GIVES OPINION ON EXCISE TAXES

Geo. W. Pound Defines Tax Status of Certain Orders and Delayed Deliveries

Marke in restrict Chamber of Connects, has a send the total and the state of the state of the search of the partie that except the late of the late of

The sent too of the icevance for at 1921 carries a mag and some what complicated cross a province of the carried to province of the extract tax which were contracted for prior to August 15 had, not us on which delivery will not be effected with after become root, 1921 Perhaps a would sent on the ingent it because of the analysis of law mag and it has been a fuguet 15th is supplied to be to due upon the dual to a case was put upon it guard regarding the a taxes, the date of the introduction in the Honer or the Lax hill

Most provisions of this section of not apply to our industry in the light of the repedient he tax upon make. However mider it, of is provided that any person were prior to Angust In 1921, a age a long time of the tax after the adversarial 1921, or are after a tax of the source prior of the soll or has after the adversarial prior the Anton 1928 or in the adversarial prior of the tax, and where the contract prior to adversarial the tax, and such central discount prior to the deduction of each tentral prior as it is a portion of such contract prior as it is a second then of the tax.

"Opfained, in each cases the by should be smally decareted and a December 31, 1-21

The provision does not us on way affect the tax on band perturnents."

OTTO HEINEMAN'S BIRTHDAY

The about the and a few desiral the about the Physics of the and the Court of the protest that are better and the court of the about the least the protest that the court is the about the

ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS

SMITHOLA

MADE BY

JOHN SMITH & CO.

NEW YORK, U.S. A

HOTEL SERIER RO.

EVERLASTING

Write for prices stating quantity desired

HENRY JONES & CO.

NEAT IN APPEARANCE

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

DISTINCT TURN FOR THE BETTER

Charles A. O'Malley, of Silent Motor Corp., Brings Good Report From the West

Charles A O'Malley, president of the Silent Moor Corp. Brooklyn, N.Y., returned late last Mooday from a trade trip covering many of the central northwest States. After spending several days at the New York offices of the compact N.Y. O'Malley made an additional trip covering the States of New York, Ohio, Michagan and Timers. In a statement upon his return Mr. O'Malley said.

The conditions flowerer, there is no time him the present to go after business. I have not discount motors shows very substantial increases. At the present time the Silent Motor plant is working at capacity, but the demand for single and double motors well exceeds production."

TYING EP WITH THE RECITAL

Kay-Graham Co. Arranges a Special Display to Mark Visit of Werrenrath

The Kay-Grainin versions in the last of the month O, had a very dishorate window esplay lately in someotion with the appearance in that care of Remaild Westenzath, the noted hera one and Victor actist. Mr. Westenrath's profess, was displayed in the center of the average and a score or more of his most popular tenores were also reatherd.

In Kar training to operates a model establishment of the entire entry particular, having a large, a U quarter showroom and a batters of the second results of the second results.

GIVES CHEER TO EXPORTERS

Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, Tells Exporters Their Feet Are "on Solid Ground"

Prinadelphia, Pa., January 3-American exporters were told to "hold their heads up, as their neet were on solid ground," by Dr. Julius Kiein, director of the Bureau of Foreign and Domestic Commerce of the Commerce Department, in an address late last month before the Philadelphia Export Club

Despite the wounds suffered by America's forcient trade during the last year, he declared, there was nothing radically wrong with the export sitnation and no cause for despondency, although there was need for the exercise of prudence and shrewdness.

The decrease in the value of American export trade in the usual year 1920-21," Dr. Klein said, has compared with the preceding year, was due largely to lower prices rather than to diminished quantities. Considering exports for that year from a weight basis, we find increases of 34 per cent for the groups of raw materials and of 39 per cent for the foodstuffs, with a slight decrease for such manufactured products as can be indicated by weight."

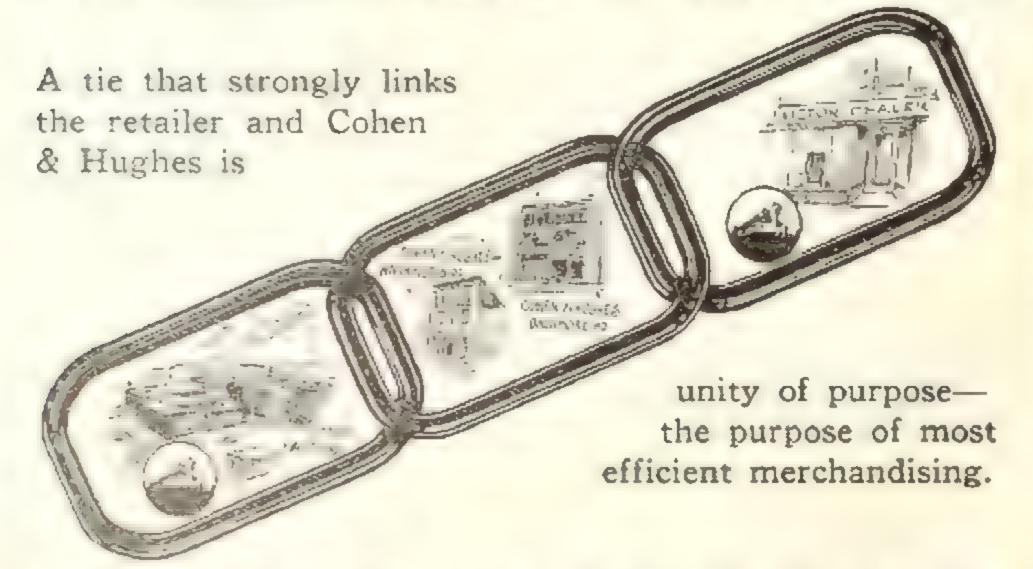
The present situation, he continued, required the most careful selection of American salesmen abroad to avoid entrusting the country's foreign business to representatives connected racially or socially with competitor nations.

This means," he said, "that we must under no cremustances put our commercial future in land America or in Russia in the hands of German agencies, and that our business in the Far fast should be conducted as far as possible through American houses, or at least through nature rather than European agencies.

"bood times will return to Latin America," he continued, "on a sound basis when the rest of the world's industrial nations, particularly such as Great Britain and the United States, are in a position to buy more of the products of Latin America."

66 PURPOSE"

To Our Customers We Owe All—To Them We Give All



COHEN & HUGHES

Wholesale Exclusively

WASHINGTON

JOINS THE ELITE MUSIC CO.

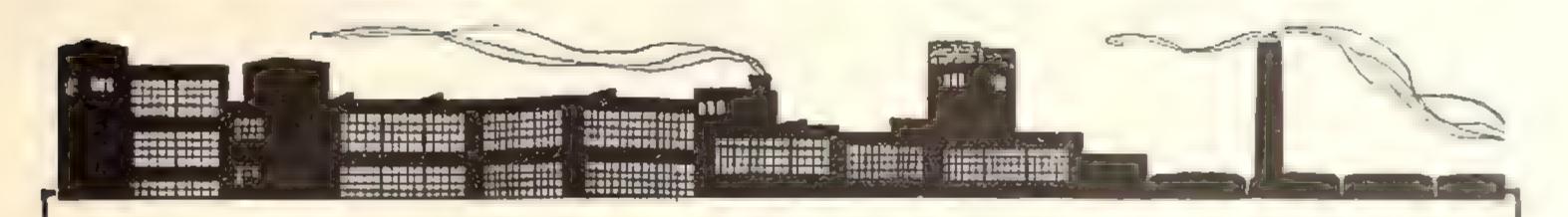
George T. Cooper Now Member of Staff of Columbus Talking Machine Store

Contrasts, O., January 3. George T. Cooper, for the past several years manager of the Victorial department of the Goldsmith Music Store, has joined the Elite Music Co., South High street it was announced Saturday. When the U. Idsmith store sold out its Victor department Cooper was much in demand by local music featers but he chose the Elite Music Co. because of the fact that this firm specialized in Victor products exclusively. Cooper has built up a strong following of friends while selling Victorlas, and they will be interested to know of his change in connections.

NEW RECORD EQUIPMENT

The Urcle Talking Machine Shop, Indianapolis, Ind., has recently rearranged its entire record department in order to provide for a larger stock of records, while at the same time allowing ample space for the display of machines. The department is equipped throughout with Ogden sectional filing cabinets.

BALTIMORE



THE LYON & HEALY

Revised price list and supplementary merchandise catalog listing the most desirable lines of domestic and foreign musical merchandise obtainable is now ready for distribution to the trade.

The revision of prices has not been a halfway measure with us. We took the revision bull by the horns and slashed to the bone.

"QUALITY ALWAYS" Has Been Our Shibboleth— The Best Goods at the Price

Leaders since the inception of this house in 1864, leaders we propose to remain. Note our lines which form the logical basis for our claim to leadership.

AMERICAN MADE

"OWN MAKE" Band Instruments.

"OWN MAKE" Mandolins, Mandolas, Mandocellos, Banjos and Ukuleles.

L. & H. AMERICAN PROFESSIONAL Band Instruments.

L. & H. AMERICAN CLIMAX Band Instruments.

WASHBURN Guitars, Mandolins, Banjos and Ukuleles. LYON & HEALY CAMP-UKES.

LYON & HEALY Professional Saxophones.

VAN EPS Recording Banjos.

LION BRAND Drums.

L. & H. Professional Xylophones.

MARAVIGLIA (Italian System Accordeons,

LYON & HEALY HARPS The World's Standard. AMERICAN CONSERVATORY, LAKESIDE and

JUPITER Guitars and Mandolins.

FOREIGN MADE

CREMONATONE Violins and Cellos.

MAESTRO Violins and Cellos.

STUDENT Violins

HANS NEUNER Violins and Cellos.

AD PLESS Violins.

Win. E. HILL & SONS Violin, Viola and Cello Bows.

LYON & HEALY Violin, Viola, Bass and Cello Bows.

CARL SCHREIBER Boohm Flutes.

TRIEBERT Clarinets and Oboes.

ADLER Clarinets.

NEW CHAMPION Band Instruments.

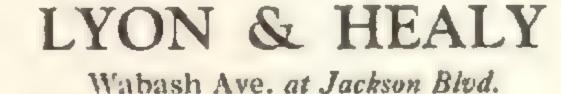
MAJESTIC Concertinas.

Herm. PRELL Artist Bows.

RENAISSANCE Model Lutes and Leading Makes of Accordeons, Harmonicas, Strings, Etc.

Where will be found another such array as this? A hig item which should not be overlooked is our National Advertising Campaign, we are continually popularizing the goods we make and handle, in the columns of national magazines and papers throughout the United States. The benefit of this advertising will accrue to the dealers handling our goods. All inquiries received by us are referred back to the local dealer.

> If not already handling small musical merchandise lay your plans to do so. A more propitious time could not be chosen than now. Wholesale catalogs to the trade only.



Chicago

The Lyon & Healy Own Make Mandolins should be on sale in your music store



Katy won't dance on the Bowery now. Frank Crumit tells why in his new song "When Francis Dances With Me." It's a knockout. Also "Da Da Da My Darling" on the same record. A-3521.

> Columbia Graphophone Co. NEW YORK

PERSISTENCY IN ADVERTISING ESSENTIAL TO SUCCESS

Continuous Publicity Is a Necessary Factor in the Conduct of a Successful Retail Business-To Indulge in It Haphazardly Is to Invite Failure and Undermine Confidence

There appears to be a more general realization among retail talking machine merchants of the fact that steady advertising is both a legitimate and important factor in the conduct of a successful retail business and is not something to be indulged in occasionally when the retailer has a little extra money to spend

Apparently, not all retailers in the industry have succeeded in placing their advertising on an entirely successful and scientific basis. A great many of them are using publicity, in one form or another, steadily and consistently, and this individual publicity, coupled with that of other retailers, large or small, gives to the mdustry a standing and stability that cannot be vertising. You can make a short, special drive reckoned on a cold dollar and cents basis

In an article in Collier's Weekly recently, en-

Jamestown, N. Y.

titled "The Punching Bag of Business," the writer, I. H. Doutrich, in telling the story of his success as a merchant, sums up the matter of publicity in the following interesting paragraphs:

"Advertising is a most vital part of business. There is no such thing as an 'advertising campaign'-unless you want to admit there is such a thing as a 'breathing campaign' or a 'batlang campaign.' You can stop breathing and let the lungs rest, as Stephen Leacock once said, but more of you will soon be at rest than your lungs. Just so with advertising. It goes on all the time-your advertising or your competitor's a lin some one city if you are a manufacturer or a retailer, and you can call that a campaign. But

Solid Mahogany, Walnut or Oak

the bread-and-butter advertising which you do for a itting can't be defined by any such limited word.

"When fully Sanday, who is a great advertiser, was in Pennsylvaria some time ago a manaster told him that his conversions were not permanent. 'Neither is a bath,' said Sunday. If you have something to sell - commodity or servwe-you must tell the world about it. You can't expect that people will remember you if you give them any interval at all to do the quickest and easiest thing in all the world, which is to lorget you."

Mr. Doutrich has but the nail on the head when he emphasizes the necessity of steadiness and persistency in advertising, rather than the plan of carrying on spasmodic campaigns. It is the constant resteration of the name of the dealer and of the products he handles that gets under the skin of the public and makes the publicity as a whole prove resultful.

There are many so-called advertising experts who stand out firmly for this or that method of advertising. There are those who insist that under present conditions the thing to do is to advertise a specific product and by concentrating on that one item bring the public to a point where there comes the inclination to purchase. On the other hand, there are advertising men who are just as strongly in favor of institutional advertising-advertising which emphasizes the reputation and standing of the house and which lets that reputation stand as a guarantee of the products offered.

There is no question but that in certain localities and under certain conditions institutional advertising will pay, especially where a concern has followed that practice for many years and is firmly established in the public mind. Moreover, it cannot be disputed that concentration on one or two articles will create a certain demand for those articles. Just what form the advertising should take is largely a matter of location and the situation that exists, but the rule that constant and persistent advertising is necessary -- more necessary right now, perhaps, than for many years past-cannot be overlooked.

It is doubtful if any single dealer in the country has so far lost confidence and optimism regarding business as to neglect his advertising entirely, and the retailer who lets down on his publicity campaign is making a grave mistake The momentum that is lost between periods of spasmodic advertising costs too much money. The live dealer needs to keep moving every minute.

C. E. BYRNE INTERESTED

C. E. Bythe, vice-president and advertising manager of the Steger & Sons Plano Mig Co., is chairman of the by-laws committee of the recently organized Western Advertising Managers' Association, whose headquarters are located in Chicago,

Charles V. Ortner, music dealer of Darien Center, N. Y., is featuring the Pathe hae.



J. J. DAVIN ELECTED SECRETARY

Popular Talking Machine Man Now an Officer of Reincke-Ellis Co.—Well Entitled to Important Promotion—Capable and Talented

the Reineko Effis Co., Circago has mist annumented the appointment of J. J. Davie as secretary of the company. These appearament will be welcomed by all the X-char healers who know of Mr. Davies cork in the continuous extension and service terms for Victor diagras exclusively, for three as Lot will have some one active and



J. J. Davin

acres planers after regions before

Mr. David to note there was corrected outside New York Leaves Viet and Special Section of the Bernard Section of the Renal Section of t

Mr. Davin was receible to the Fast for the buildars and stated that the decision all over the country are taking advantage of the many sules producing items the Rein Fr-Ellis Collins readed threme 1921, and stated that this exploit has made possible for release carbon a 1923 three new items that have long been received by the Victor dealers.

The first Reincke-Ellis candog of "Business Budders for Victor Deider-1 was placed in the mails the first week in January and the 1922 campaign will be full a laterest og and profitable releases.

NOVEL COLUMBIA DISPLAYS

Live Columbia Dealer Getting Business Through Window Exhibits

Liscots, Note, Japaney 3. L. N. Chine, of Schmoller & Musice Schmoller & Musice Schmoller & Library of the advantage the attractive show wentous in this certificisment. He is continually introduced nearly, the Riyal Molody Boxs, a popular boot profestor placed in the window during the entire evening. The boys were dressed in project cost mass to the occasion and a young lady also opened don't the window, calling the attention of the rowds to the latest C dambia times record which were being tracticed by the occasionard by the occasional

The sidewalk was consided with people all everoner and Mr. Cine states that the inle of records was far beyond expectations. While this enterprising dealer has been featuring records exclusively he has by no means neglected Grafounda sales and within a period of thereen days, sold twenty-eight standard and two period no lels.

None of the impressive things in life is ever accomplished now without the aid of music, be it a recruiting party a marriage or a funeral

FEATURES M'CORMACK RECORDS

J. A. Bleisenick, of Hahne & Co., Utilizes Victor Artist's Appearance in Concert in Newark to Stimulate Record Sales

Navies, N. J., January 6. A clever sales stant mass put into effect by J. A. Bleisenick, manager of the talking machine department of H. Inc. & Co., in which the appearance of John McCornack in a local concert was featured. The plan consisted of placing a post-aid in every program at the concert on one side of which appeared a picture of the Victor artist and an invitation to sait the Victor department of Haline & Co. The other side of the card contained a list of MicCornack records following the words, "After hearing John McCornack in person this evening you will appreciate the following." Needless to say this publicity greatly increased cales of McCornack records.

Don't make the mistake of believing that there is no sentiment in business. If you do your doom is scaled

CARUSO ANNIVERSARY WEEK

Executive Committee of Caruso Memorial Foundation Endorses National Project

"Caruso Anniversary Week," to begin Saverday, February 25, and to be marked by special concerts and other activities in all parts of the country, was approved at a meeting of the executive committee of the Caruso American Monorral Foundation at the Parters Cath Indian New York Forest

The evening was hold to formulate plans for raising an endorment find of \$\\$\pmons\$ (non-e) the income to be used for scholar hips and awards for deserving students of music and for promoting a wider appreciation of mesic. Paul D. Crawath, president or the Foundation, presided

Must a to the acts which love is to man an truth, it is love it-cli, the past, ofte the past of passion, poetray mer it is a three-and shades of color and feeling; and yet, true only once, intelligible at the same time to thou and a no matter how different their ideas and affections—Weber

What Does The

JOBBER

Want?

We give the jobber what we believe he wants. See if we are right in our estimate.

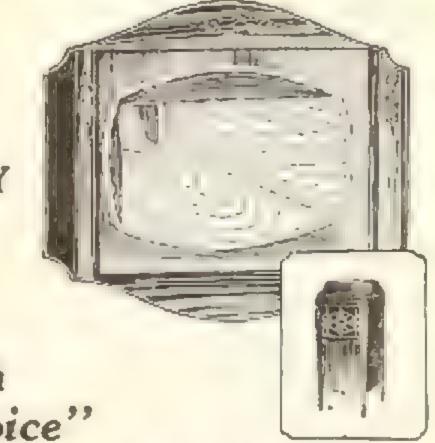
1st—A good machine—good tone, good finish and good mechanically—a machine that doesn't eat up profits in repairs and adjustments.

2nd—Protection in territory and enough territory to furnish ample profits during normal and lean times, as well as during boom times.

3rd—Freedom to run his business as he sees fit. It may be better for the manufacturer to control prices and terms and all retailing conditions, but there are times when a jobber must depart from fixed schedules and extend terms and prices that will meet conditions in his territory.

4th—Economy in distribution methods by the manufacturer. The jobber in North Dakota should not have to pay a share of the cost of an expensive advertising campaign that may only chiefly benefit New York and other large cities.

If you want a jobbing proposition that is planned on sound business principles, and elastic enough to meet your needs, better ask us for the Harponola Proposition at once.



THE HARPONOLA COMPANY

101 MERCELINA PARK CELINA, OHIO

Edmund Brandts, President

The Phonograph with the "Golden Voice"

HARPONOLA



Widds, and approphs model of Queen Anne Perud, with partitions for albums, automatic stap and patented tone control. The Widdicomb plays all records Prices range from \$95.00 to \$300 to

Widdicomb—the phonograph of two-fold appeal

-an incomparable musical instrument and an artistic and decorative article of furniture

Taste in phonographs today is being educated to the point where buyers of discrimination and refinement look upon a phonograph not only as a musical instrument, which must be perfect in its mechanical qualities, but as a permanent part of the appointments of their home, which shall blend harmoniously and unobtrusively with the general decorative plan.

The principal factor in developing this trend of taste has been the Widdicomb the Aristocrat of Phonographs whose manufacturers were perhaps the first to sense this new thought in the minds of phonograph buyers. There is no good reason why a phonograph should not combine musical perfection with grace and beauty as an article of furniture, and this is the two fold aim of the manufacturers of the Widdicomb.

For 56 years manufacturers of fine period furniture, what more natural than that the Widdicomb Furniture Company should follow the same line of thought in the construction of a phonograph?

To the tonal and reproductive excellence produced by the Widdicomb Amplifying Tone Chamber—an exclusive feature developed after years of experimentation by the most expert phonograph designers procurable is added the exquisite cabinet designs incorporating the best results of 56 years of fine furniture manufacturing.

The appointments of the most luxurious home can be matched in the various styles of console and upright models, including the Adam, Chippendale, Sheraton, Queen Anne and other popular periods in furniture design, hushed in beautiful red or antique mahogany and walnut. In no other phonograph on the market will you find the combination of musical perfection and artistic period furniture design offered by the Widdicomb the Aristocrat of Phonographs.

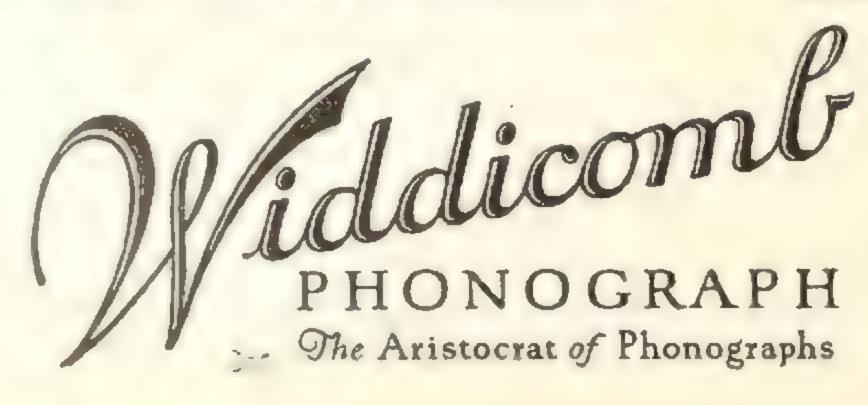
Buyers with taste are indorsing the Widdicomb idea, and many of the leading phonograph merchants of the country have found a sound, steadily increasing business in meeting that demand that the Widdicomb has done so much to create. You can offer the Widdicomb to your customers with the complete assurance that it is superior to anything on the market in both musical qualities and exquisite design.

The Widdicomb franchise is offered to a limited number of really representative merchants at points where distribution is not yet perfected. Write for complete catalog of the entire line, together with details of the merchandising plan.

The Widdicomb Furniture Company Grand Rapids, Michigan

Fine furniture designers since 1865

All Widdicomb models are now selling at prewar prices



The Problem of Cornering the Extra Sales and Making Them Pay a Profit :: By Smith C. McGregor

The average talking machine dealer whose tertitory is in part through rural sections cannot
secure all the sales by action at the store. Some
buyers may know where his store is, they may
hear he gives good value and is honest in his
dealings; yet they may not go to the store to see
for themselves. This sounds a bit strange, but it
we think it over we will had that we very often
do similar things ourselves and never know just
why we do them. It is this group of buyers who
keep the dealer from realizing the full profits of
his field, for their money is paid to mail-order
dealers or to dealers in other cities.

The problem of cornering these sales and making them add profit is no easy one, but can be accomplished by the use of unique sales schemes and much hard work. The purpose of this article is to suggest a few methods of winning over these prospects, and special attention will be given to the method of approaching and securing the attention of the customers you want to win over.

The methods to be used should be regulated by the occupations of the people you are trying to attract. If your field of undeveloped customers is largely rural, it is well to know of the problems they have to contend with; then go about showing them how they will benefit by making their purchases at your store, or by any kind of service you can offer them. And you will find many types of rural customers. For example, there are those of toreign birth or descent, they very probably have different tastes than the ones descended from generations of American-born citizens.

Unless you have ample time and a capable sales force in the store you cannot go out and sinds them personally for the length or time needed to get an accurate line on their likes and dishkes But you can secure much of this accessary in formation from those direct sellers, such as in surance agents, who have come into contact with them. A talk with an agent mend will do you both good, and each will receive pleas as to human nature which is estably important in branging over a customer who has been purchas ing elsewhere. Then do not try remembering the little points indefinitely, cards are cheap and a few notes on a card, stored away in a file, will prove a honanza when you have tune and opportunity to go out and see that prospect presonally

If the customer you are starting out to win over is worth that effort, this a continued effort should be made to keep non-sales of Appointments are worth making—and keeping—and the

prospect will be easier to approach it he knows when you are coming. A successful dealer recently told me that he always made appointments with prospects, and dola't try to win over too many a day. Rather he said on prospect secured permanently is worth more than three who make only a purchase or two and thin go back to their old habit of buying conwhere. This dealer, by the way, has a card index for cappings and notes about his took, and he can trus keep a hand on the pulsi of procees and knows how conditions are, the crops, the labor situation, building operations, money and any other items he thinks he can use.

You probably advertise more or less through newspapers, and if so the local editor can prob-

The Closing of Extra
Sales Depends on a
Full Knowledge of
What Is Happening
in Your Selling Field

ably give you some tips about condition: where his canvassers have been. But don't forget the average editor is a busy man, and an appointment at his convenience, it possible will bring you some good them. Then, it versure planting on some advance or flatizing tot prospects, he can probably advise you or any changes in addresses. The real estate man is another good idea vendor if you will try and give him some sales hints, too for he knows who is messing and apt to need a missical instrument in the home

The whole problem of bringing in the extrasales depends on your knowledge of what is hap penning in your field. The letter you know the gross test the fener chance you have of landing them. And the only way to know them is to know their problems their difficulties and the things they are interested in. When you go out and meet them directly, even if you have a good file of notes, don't act to superior. It kills sales, as any experienced salesman will tell you. Don't start off telling of the money savings ting the property of the arms as we set of how much better like world be with in proceed for the control of the

The property of homan. These estraoles on become retain and a for that leman in a homan way. The word admire a go giver, but that the end also of the appropriate patterns to the old also in resempt where we prove that will make his account of the first and the more interesting, and after you have not all the provided write trying to laid that first sile.

RECORDS OF INDIAN TRIBAL SONGS

Member of Taos Tribe of New Mexico Contributes Valuable Records to Smithsonian Institute—Carries Atmosphere of Old Mexico

Rosendo Vargas, a member of the old Taos te e of Judians of New Mexico has been lead ing valuable and to the Smith-on an Institute of Washington in its spleaded work of preserving Instructed data. He has made a number of talking machine records of the tribal songs of his people in their native larguage. These songs radich jechide rxampes of every kind of singing practiced by the Taos Inffansi carry the atmosphere of old New Mexico and reflect the spiritual thoughts of a tribal people that once was in a righ stage of cultural development. Some of the words of the songs expressed in a language which although extremely complicated, is applic of expressing an infinite variety of intricare thoughts and discloses an advanced stage at mental development are very long and have debeate shades of meaning that are difficult to t anslate into English. Many of the songs are a tion sores some of them being called a "Going Song," which simply means a song that is sung by the Indians when going into the fields to viork or when starting out to catch their Lorses party rators to going on a trip.

WHY NOT AID IN THE RESULTS

If you're getting all the salary the business will allow, suppose you furn your attention to increasing the business. Never lose sight of the fact that much of the lose reservoir to be achieved as districtly in to you



The PHON-O-MUTE

"The Pertect Tone Regulator"

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

PADDACK PRODUCTS, Inc.

198 Broadway

New York



Imagine Rose Ponselle and Ricardo Stracciari singing "Mira di acerbe lagrime" (Here, Pleading at Thy Feet), the duet from 11 Trovatore! Lucky is the music lover who secures this record. Order now. Columbia 49922.

> Columbia Graphophone Co. NEW YORK

OVATION FOR ART HICKMAN

Famous Columbia Artist Makes First Appearance of the Season at Anibassador Hotel, Los Angeles, and Is Given Wonderful Reception

Los Angeles, Cal., January 4-Art Hickman famous dance orc estra leader and exclusive Columbia artist, received a tremendous ovarion at the Ambassador Hotel recently when the Art Hickman Orchestra made it first appointment of the season. Columbia dealers throughout this territory took advantage of Mr. Hickman's appearance at the Ambassador Hotel through the use of timely publicity, and among the dealers. who carried attractive advictioning were the Remick Song & Offe Shop, the Durfett Music Co and Cooper's Meln ly Stop.

The night of the Hotel Ambassador opening was the most brilliant social affair of the season. The case was filled to overflow are and every table was crowded. Chas P. Mach a list ant manager of the Los Angeles branch of the Columbia Graphophone Collarranged to have a targe floral piece in the form of an instition Columbia record placed at the entrance of the case, where it was the center of attraction

For one week purposes to Art Hickanica's appearance, large imitation Columbia records four feet eight inches in diameter were on display in the lobby of the Ambassador Hotel, ann eneing the opening date of Art Hickman's Orchestra-During the week of the opening large records monated on true's paraded the streets every day, and the profession of the comment

RECENT GRANBY ACTIVITIES

Business Shows Pleasing Development-Reports From Various Points-Prominent Men Entertained at Dinner-Conditions in the West

Notitork, VA., January 3 -The Grandy Phonograph Corp. of this city, is receiving encouragnig teports from its hypre-entatives in all secupts of the country Australia Fordlam, who cerationts Grands in cast to Penn y'vanu, reparts excellent formers and that the various period desagns are proving very popular

F. D. W. Cornelly, representing trianly in North Carelina, has been redong his headquarters in High Point and it addition to the ex- Test to product the assume the special shot State has bound time to organize a singing so ciety, som a charch chor and otherwise advance interest in maric. He has been elected an honoracy member of the High Point Chamber of Countries got the Commercial Chin

E. W. Schemaker, of St. Louis, who represents oracles in the West, weres that beinness is showing a very decided improvement and states that he does not believe it entirely disc to be believed mand but mather and carry a healthy return to normal business. Mr. Schumaker reports a cub r of new teranty chalers estabin held in his territors,

LAMBERT FRIEDL RESIGNS

General Phonograph Corp. Manager to Take an Extended Rest Owing to Ill Health

Lumbert Friedl, manager of the metropolitan distributing division of the General Phonograph Corporation, New York, resigned from his position this week, owing to ill health. Mr Friedl, who is one of the best known members of the ralking muchine trade is planning to take a complete rest for about six months in order to recuperate fully,

As manager of the metropolitan distributing division of the General Phonograph Corp during the past year. Mr. Friedl was an important facfor in the development of Okeh business in this territory. His success may be attributed in a measure to the fact that he numbers among his personal friends the great majority of dealers in this territory, and his familiarity with every phase of retail merchandising in this industry enabled him to give the dealers maximum service and co operation.

ART IN ADVERTISING AWARDS

Some Members of the Music Industry Whose Advertising and Drawings Have Come in for Commendation From Noted Art Directors

The "Animal of Advertising Art in the United States" for 1931 has recently been issued. This is a cataleg of the exhibitions of advertising paintings and drawings made at the galleries of the National Arts Club in the Spring of 1921, which exhibition was held by The Art Directors' Club.

Awards were made by a jury consisting of Richard J. Walsh, chairman; Robert Henri, Charles Dana Gibson, E. H. Blashfield, Arthur W. Dow and Joseph Pennell. The awards made at this exhibition which is held in the Spring of each year, are looked upon by the advertising profession as authorithtive and indicating the companies and specific pieces of the advertising done by said companies, which are the finest en lished in a given field, from the standpoint of art

The following awards for 1921 are of interest to the music industry: Piano advertisements-Steinway & Sons, The Packard Co. Organ advertisements-Estev Organ Co. Talking machine advertisements--Victor Talking Machine Co., Columbia Graphophone Co., Wiley B. Allen Co.

NEW RECORD CLEANING DEVICE

CANZON, O. January 3.—Patents covering an automatic device for cleaning phonograph recand have been issued Homer Miller and A B K dder, manager of a local machine shop. The manufacture of the new device will be started soon after the first of the year, the inventors apposited

A complicated hair-splitting idea has no value in business. Each great husiness idea can be put into a few sentences which everybody will be







EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobhers Bivikings now for season 1921-1922

Sample program and particulars upon request

P. W. SIMON, Manager 1658 Broadway New York City



MONKOS SHAER

Fumous Ensembles including Campbell & Burr - Sterling Trio - Peerless Quartet





FRANK BANTA



able to understand,

BRUNSWICK

Exclusive Artists

Number Two of a Series



CIAIR DUX

Clare There is known by opera lovers the world over as an artist of rate chains and bridgent deamatic power. Her appearances in American cries have added laurely to her triumphs in the connect and operation-dage of Unionic, and, his other great artists of today, she records exclusively for Britishack. Her premier resord i

Prevan In Italian (1908) is Strate to Strate Strate

In Phone of the Con Plan house of Ke Lie

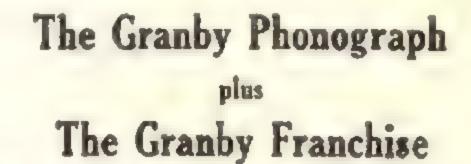
Granby Phonographs

Uprights and Consoles, in Period Styles that set the pace for the Talking Machine Industry

These artistic instruments play all makes of records—Much Better. They appeal to a discerning, high-class trade. They will stimulate your sales increase your profits

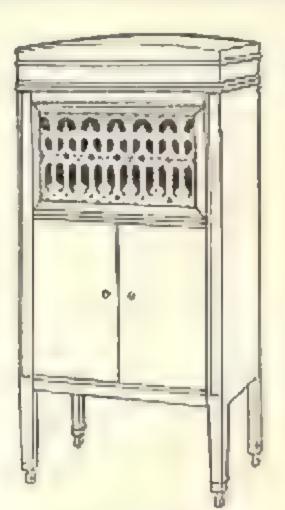
Note the graceful lines of the models shown on this page. They are dignified, attractive, and blend admirably with room furnishings of the modern, well-appointed home.

The Granby tone is exquisite, and sweetly mellow. The reproducing power of the Granby strikes a new note in talking machines.

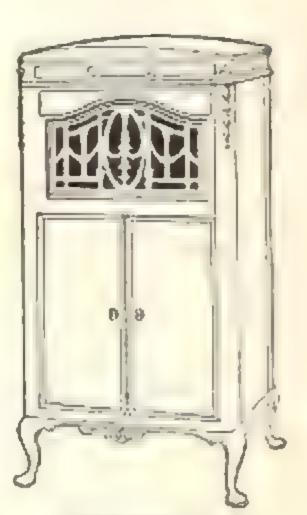


is making money for live merchants. The Granby furnishes a broad gage and is founded on a square deal to you. Discounts and terms are generous.

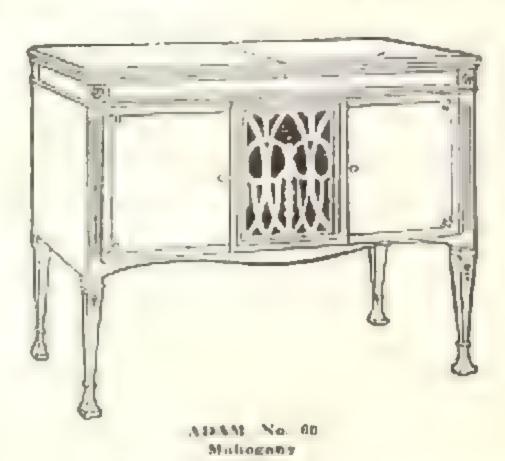
Ask for details today so you can start the New Year right.



SHERATON No. 12 Mahogana-Walnut Golden and Fumed Oak Price \$139



QUEEN ANNE No. 30 Wallogany or American Walnut Price \$225



Price \$455

SHERATON No. 10

Muhugany - Walnut

toolden and Fumed Oak

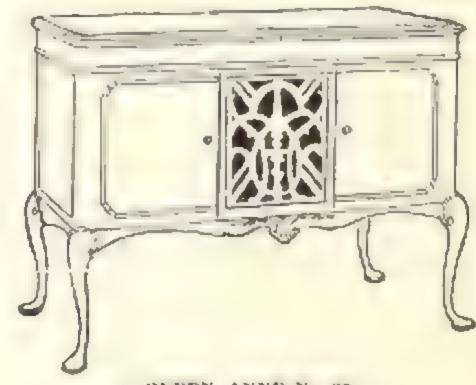
Prine \$100

EARLA VIRGINIAN No. 20.

Malioguny or

American Wainut

Price \$200



QUEEN ANNE No. 20 Mahogany or American Walnut Price \$375

GRANBY PHONOGRAPH CORPORATION
LEVY BUILDING NORFOLK, VIRGINIA

DECISION FOR CHENEY CO. IN TONE-ARM PATENT SUIT

United States Circuit Court of Appeals in Cincinnati Reverses Decision of District Court in Important Tone Arm Suit Brought by the Victor Co. Against the Chency Co. and Finds There Was No Infringement—Decision of the Court, Written by Judge Dennison, Is Most Exhaustive

The decision in the in portant to carm suit of the Chency Talking Machine Co., appellant, vs. the Victor Taking Machine Co. appellee, and the Victor Palking Machine Co. cross appellant, vs the Cherry Laborg Maciune Co, cross appelled was hunded down by the United States Circuit Court of Appeals, Sixth Creant by Circuit Judges Knappen, Dennes in and Donaline, in Cincinnate, O., on Precent of 15. Circuit Judge Dennison wrote the dicision, which was in favor of the Cherry Talking Machine Co., in this sint for alleged intringement of the Johnson taper tone arm patents. No. 814,786 and No. 814,848. which had been fled against it by the Victor Co. The three presiding indges concurred main mously in the option, at I reversed the decision of Federal Judge Sessions. The decision in full iollows:

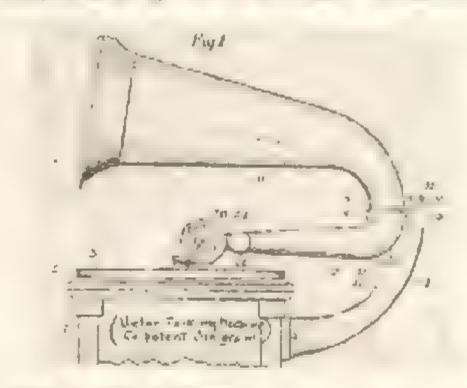
Present to a start the property of the party of the present to the

Proceeding to the second of th playing and attended to the first the first to gallery I of Committee that appeal is, the temperature of the committee of the commi 7 and 11 gar and are a Chair to a special to the particular of the contract of the satent, but whe lander the said of the sa properties to secure to the control of the territory gefendant for a mir of that the whore with protection to not envise the beautiful to the same the anguage may be small upon determines a committee, but now many things when against the breather or statement to the y to such application. Since the oper presents in an army complicated instance of the tyron blinding and the our concessor is separation by the set of the set of stantially-nor in a cost with same to the few six in other courts, it were stell a to the iss, in te is the than we community in

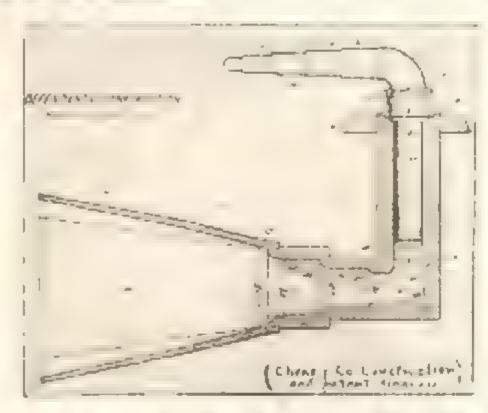
In 1913 these were two research and learning and representating machines three whom and he allow the Filmes type, used a return of the least form and the strains followed a spiral part month the and a cold the revoluting colorides has a sound a positive part of the following which is seed relative man in long tall in a cold the fact for between it and the strike extrang parts. The story who may be called the limit of them in a long tall in the fact appears the upper surface of which the stollastration of the distribution in the preparation of graves and the strike attack for the distribution of the fact of the distribution of the control of the distribution of the parts to the distribution of the fact of the distribution of the amphifying him.

Therefore are true to a sering to the trefore to the contract from of which may assigned part their means in the Berliner much on the first and the color of the first and contract the first and are not a first and gradual to the first and are not be to be ampaired as a first partie of the ampairing bear the original are not being Not the contract based upon the original are not being Not \$14,786 and the one based upon the large of the large of the contract the one based upon the large of the large Not \$14,786 and the one based upon the large of the large of

being No. 814 848. The stricture is shown in the 1 Long sketch, where is Fig. 1 of the discount of the partial



A triking much me, comprising a tracting point bediever microst for article of some remaining means to the small of the error of the er



As we approach the question whether Claim 42 mas, constent wheth his wall invalidate a reading broad errough to rayer defer fort's from on do no in an atmosphere closed by two marked things. The risk is that plain eiff Ir brief defendant - offer to submit its machine to plainfull with after it cume on the market, so as to be all y and when her planting was all a meader at an infringenter t of any pagent, but fater brought and processed att in transpersed this substantially the same as the present site, yet ween that was now about to be been I solution to be contrated it with his preparate to a new suit, and some three wears later brought the present action. In this course of combine we sho not that the estoppe' which defe id not intrees. the particle do not designedly take as a meton in clear cases, and its presence here are ngly singests that the right to recover in the first out was doubted by the thain

The other a beful there is that this patent application was prove used by skillful a masel for nearly there years the ego repeated rejections and abreach the presentation and urging at the et less exercise than a resulting the tool within him which fore claims were agreed upon be

treen ason a set arety of the table of the contract of at the state tear, for e to a and the second s heartha 4 We is a part to 1 mis i , at it, to bet to the I and I you had not been a common or a common of the commo of the particle of the particl I place in a second of the second of the ract that curves were an early to be a compared to let so a control of a first of a supports the state of the same to the same paterples of the trace of the second control title gett i till i i i i i i rate or the is illustrated in the pre-A see his deriver a last and agree to the artist arms. THE A DECEMBER OF PARTY

Reing to epoch to the termination person of the second second playing and districted than the arrangement of " as I have a cody as a special comment the diplomation of secondary a log control to by ter the and and a factor per the species to the after the planter of the grant Territorial Exacts of a set TIPPER TO A TO THE TOTAL TO THE I me and a result a secretary of the extension of the ellips by the subject of the color of the ALL STATE OF THE PARTY OF THE P of capability approach fire, and there is no a service and the section of th Special to the first transfer of the second of the second employ comments. There is the tip tip to be a tip. the said last to and the traction pro by te alive they it has a rest to the termination of the sained or higher for ton a grant of the contract of of pping and with the case give trace! to port by and content of the and to the good he et the large end if the lapetal talk and too those end of the last trains where's error tre to a or the hore MAY NOW BY THE POST OF THE PARTY OF THE PART carried, million two are used or desperient a local arctary

in or let to repth to determine them to determine the I must be a replaced to a serial known mayor it were tive commectors bungages to sent to and because a sent 31 Defendant afforhes to sound but to the sum t sed of its soral findic he a buy not your Block a ferrol a by but no adjustant to it and but no bound of the history ment has been engerted about world enge the preif this one dies not At the tree end at the and tube defendant who uses the new lam at a benet tree angreen the turn by seminous and signly to be a to the column top depending threatons as the column tree which at its of er end rightly current the horse proper the member while corners for only and then your the horn of there is any such coupling at the analysis years does not support the torn memory, and form of supporting the bern and the tree at their the, affect vely community and with relative more many and a respect to the claim, if this one does In substantial effect plant wave that Claim 42 is for "a taking in a late comparing a tapeting sound conveyor, carrying, at the small end authorizing means, and, at the large or the immunicating with a southfully supported being and having a partial connection thereof the With this enders my the this party contraction the chain reads the tale of the re-Barnes and Jenson of the price and save that the province tales note consulted and not tapered. We there to meet the questions whether there was any mint in in this more change from straight take to takere : " and whether Come 42 amend he given that her leb of a restruct in which is nest only or the properties that there was proven from the flass pourse charge.

Then I is there is no the he territor to see earlier decrees upon this rate of the process of lastice Wittington in the Charles, I was and of the indices in the Cours of Appen's Corap place Co. va lither interest that he great here was proded to the English raters which has the same frances as both the patents here in out, but the next on at head inrestor, is no see see seed to an mer discuss indeed, the large patent contained to large of such suspen its breade t d'un vis le ? 1 8.1,588 la sie Lindstrong case being bearing Hart cases the mestion broadly or aight and on take that there was a ventage, happy than it was not upon and introgement there I was found and letter lette man me chance responded to severe the character to the leave of the tillian 42 even though construct that was completed to much the detects there It is late's constant with mill Judge fland and the mile to the history of the mere reasing from straight labor to the real, has that change en this with I now that do ned object on contractions are playing for a face, so of low form uphills. the Watter of the thin 4, 225 also such the and was found said to Junge Angues of the ten been again. severa other claims were intringed, and the authory of the client to the treeted time tem in manufaction with improvements at last only of all takes forest and which details and the end west property

Fig. the process the opening of an analysis me plat the mass process brooks in the process of a process of any process of the first control with the process of the control was the first of the me are been such and the control of the process of the construction. Was the first to have the cost to give the first construction. Here, around, we have no precise to the precise of the precise of the precise of the chain the research as seen, after here are the process of the letter and the cost of the precise of the letter.

tion of "topening world consessor In determining the single through or appears the Le yandity implies, also that Carmanel is the minimizer and patient, but it has a being of the same. He ever all Edgeon rather than a Ber or ma time but to carried be constrained, some the longer sortion election singless that his convertica has no reach the chases and nearly flore classes, and larg 4" are as a let are a long class as to the other. Car a sel should the cour ite was 1 box of Johnson, consisting of a steller a dayle again set a diaghragen frame drawn in back of the Light, on so as to leave a small central opinion absente the days engine reter. He then on wred the soul racy from the centeral commit of through an expalling taper term toward the hora. It is take tions and extends possible to the diaphrages a substituted distance beyond the dire caum migr. but it is relatively abort, it is made meet if a bothe perpensive would be and as a development three to and the masel calls it a discretizen has the first tip office the German, "cl" in the I cen have he are the him to comment of second who i'g' is the larger to be French which continues the prigor size ther estimate At the other and larger and this around take enters the have member of the horn proper that in the German, in the French), where it is printed and the ich which the progressive expansion of the soul waves communes Campage distinctly discloses, by his specification and drawings, the same mention one thought which is at the have of the Table in sections in as I be it a committee lse form durid in Claim 42 his, that the exercising the will all the shill a cre - a rabidon pe give in from the immedate training of the discharge in the goverthe major harm, and that there is a fifty and the nertial littages lite seed to find a final to we fill permit the sound his to have the negation of enablished easily that the tilbe is no which this I leave so

"Conformed on place 31

Ward's Khaki Moving Covers



THE C. E. WARD CO.

(Well-Known Lodge Ragalia House)

101 William Street New London, Ohio

Also Manufacturers of Rabberland Covers

Distributors

BRISTOL & DARBER, INC. 1 & Lith St. New York City YAHR & LANGE DRUG CO 207-218 E. Water St., Milwauken, Wib. COMEN & HUGHES, INC. BECKWITH-O'HEILL CO. Minnragolis. Minn. STREVELL-PATENSON HARDWARE CO Salt Lake City, Utah C & WARSHALL CO. INC. Bethman Bidg , Girortand, O. Butler Bidg , Defrait, Mich. THE REED CO. 237 Fifth Avenue Pittsburgh, Pa. C. J VAN HOUTON & 2008 140 & Denritern St., Chicago, (2) SONORA DISTRIBUTING CO. OF TEXAS Gallas. Teras KNIGHT CAMPZIELL MUSIC CO. 1668 Wyahoop St., Denver, Colo CHAS M. YATES \$14 Laughlin Bidg , Las Argeles, Cal W. D. & C N ANDREWS 423 Se. Websih Ase., Chicogo SHERMAN, CLAY & CO. 741 Mission St. Ban Francisco, Cul JOHN A. FUTCH CO Auburn Ave , Atlania, Georgie 1500 South Routevard, Charlotte, H. C. 630 Washington St., Jacksonellie, Fin. ORTOR BROTHERS MUSIC HOUSE Butte, Mant GRAY & DUDLEY CO. Nachtille, Tenn. ASSOCIATED FURNITURE MERS. 61. Lauls, Mo. W. J. DYER & UNO., St. Peul, Mian AMERICAN PHONOBRAPH CO. Burlington, Vt. JOSEPH BARNETT & CO., Ceder Repide, In They Can't Imitate the Needles So They Imitate the Package

SO BEWARE

Needles without quality and without reputation are being packed, and unless the dealer objects, are marketed in packages of similar design to the genuine

BRILLIANTONE STEEL NEEDLES

Your only protection is to insist upon Genuine Brilliantone Steel Needles, made by Bagshaw and packed in cartons and tins containing the BRILLIANTONE BRILLIANTONE

Wise retailers will know how to deal with these parasites of the talking machine industry, who if successful in their endeavor to sell you cheap inferior imitations, will jeopardize the good reputation of your store.

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANIONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.

347 FIFTH AVENUE, Suite 610, at 34th Street, NEW YORK

Walten & Gran Co.

Malten & Gran Co.

Market St.

Pestern Distributor
The Cale & Dumm Music Cal
50-56 Was Lake &c.
Chienga

Canadian Distributors
The Musical Mdss Sales Co.
79 Wellington St. W.
Toronto

Foreign Experi Chipmen Ltd., 8-10 Bridge St., New York City

CHENEY CO. WINS IN TONE-ARM SUIT

(Continued from page 29)

thought dominantly a sound box only. Cannavel's "g" is Johnson's tajering sound tube movably a meeted with the horn at the large end and carrying sound reproducing means at the small end, save that it is so short that its enging function may be thought to lowerize its function as a tube of the tail talls if "a short tabe which constitutes a ball years" talls if "a short tabe which constitutes a ball years" it has at was tapered it was a small conveyed as did was as long as hedrosous to reach from the sound box to the horn. However, we pass Cannavel by with the confidence that concerns that, concerns in reach from the sound has morney at that where we take the tube cannot the held as morney, at I that where we take the tube cannot had heared the presence in the claim of the satter creates limitations which content be minimized by the thought that the tiperest the was a revolutionary invention.

Referring to the small and of the tapered tube, the claim sales for somed producing means and the means for attaching the latter to the time. If, in plantiff's machine, we substitute betendant's means for attaching these two parts, the machine becomes imperative, and this is some times taken as the test of equivalency. It is not a true test, because the mojectativeness may be overcome by compensatory changes at another place which may be within the skill of the ordinary mechanic; and we should that would be true here, bears, mirringement is not thus escaped by the difference at this point, and we see no reason for limiting "means for attaching" so as not to include defendant's beyoner joint.

Coming to the large end of the tapered tube we find that structure of the patent provides a curring arm extending out and up from the main frame. This arm carries, rigidly attached and extending therefrom, a borizontal bracket, 4, in the form of a flat topped rung 91, with an annuar flange rising and a sleeve, 6, depending therefrom. The ting also carries a transverse central bar. The upper surface of the ring supports and carries the main horn positioned by the flange. The large end of the tapeted tobe enters this depending deeve, which thus serves at a compling, and is supported there by a pirit post which, on turn is supported by the frame arm, but the tapered tube is not supported by the coupling. In many places the born is considered as a complete unit, with two sections, but in this court Johnson clearly differentiates between the tittle and the hear, and when he says "born" he means what he sometimes ralls the "horn proper," or main born. We thus find a group of energy tarm and ring, with flance and she've) specially devised by Johnson, which constitute a combined coupling between the born sections and suggest for the arge one and which, when united in composite form, on statutes one means for both functions. We think the fair interpretation of Came 42 cals for such composite usat, though its form magni le much varied. Six prior caims had specified mashs for the coupling and means for the suggesting turbinous, some of them very specifically and some of them broadly. When Johnson wanted to call for my means which would tougle or any means which would support he knew how to do so In Clave 6 be seen, 'Said here, and take being independently suggested', in Union 10, he seed, "North horn and tube being supported to move"; the language of Claim 1 aprly describes the coupling and supporting functions with the scape which grantiff have seems to give to them 42, Chim 41 calls by implication, for the supporting function in the handest way; the language of them I omitting the sound has a resistent innertance was admirably surfed for the construction now claimed for the very different language of 42, which specified horn compling and supporting means." This seems to us, as we have said, to sniply the conception of a means, beyond the more trame of the machine, which, as a composite element or as a group of a manage short both support the form and rough

mand the tube. Defendant does not have any such eleteent mentary or compound his horn, if the horn extends
back to this point at all, is of wood and supported by the
moden calment top or frame from which it depends, and is
held there by an ordinary columetriaker's glue point. The
large end of the taper tube rests indirectly upon, and is
supported by, the same top or frame. The sleeve or
compling member til coupling there is in the patent sense)
also rests upon the same frame member. It is not supported by, nor does it in any degree, directly or indirectly,
support the main horn, though it does insmediately support
the tapered tube. We cannot find this "born coupling and
supporting means" in detendant's structure. The same restit will follow if the call of the claim is thought to be
for means for supporting and coupling both tube and horis

There is another difference which is not clear as a matter of words, but is substantial and vital as a matter of substante. The cleans calls for a "compling" between the two parts of the horn. This requires that the two should come together so that they can be coupled Johnson in tended that the two parts of this born, coupled together amount constitute our amplifying harn, without substantial lack of continuity in the amplification. This will be fur-ther pointed out. In defendant's sound tube we take the the compose of Claim 425 of Johnson's unbroken taper, and this brings substantially progressive enlargement until the passage has curved downward and has come to tube Here there is a reduction in the cross-section area of flearly 40 per cent, At the hottom of 75 (19) there is a change from round to square form and consequent emargement which approximately compensates for the 40 per cent construction above; then the passageway makes a square turn through a cubital chamber, with first an enlargement and then a further constriction of about 15 per cent in passing through what Change calls his mechanical thrunt. Then, and then only, comes the other and larger section of the amostlying born. The net result is that from the reproducing means the passage is contentiously amplifying for a certain distance then it is very substantially constricted and turns a square corner, all for a distance substantially the same as the length of the must typiced tube, and then only is permitted to exceed more freely. This treatment is in the teeth of the teach mas of the patent, and upon towards antagonistic to anything which can happen in the structure shown by the Urawing.

The specification continually points out the advantages of the invention upon which a menopoly is sought. Collating these statements and omitting those which refer to subor it rade features not involved in Claim 42, we find, "By locating the small end of the horn in this manner so that the sound conducting tube or horn flares notwardly practically from the sound box I have found that it allows the sound waves to advance with a regular, steady and natural increase in their wave fronts, in a mainier somewhat sampler to that of the ordinary musical instruments, thus oliviating the well-known disadvantages due to long passages of small and practically constant diameter; " it is also desirable to avoid abrupt turns in the sound conducting tube or passage, it is, threefore, the object of my invention to provide a talking machine with an amplifying horn meeting these requirements, I provide, in effect, an amplifying horn that extends, practically, from the sound line; " it consists of two sections one of which is the tapezing, bellow sound conducting hair mounted upon the machine, while the other section is the born proper; the advantage of this is that I secure the requisite length of a constantly flaring or tapering born which gives the desired result in quality and volume of reproduction, the hurn proper forths only a puriton of the sound conducting tube. I have avoided to the greatest degree any abrupt turns; I have printingly, in effect, a sectional horn, tapering from end to end." In the progress of the application through the Patent Office the applicant made repeated armments and apersons pointing not the ad-



vantages of his invention and the disciplines over the art eited. Every instance of these sizes to the court of the artificial or invention, whether stated in the section of a policy of arguments, is in such terms to be easily to be about the construction. With this bottom to a god him, he makes of the claim should be seen court, to just his important of the claim should be seen court, to just his important.

We have little besitation in varing that defeatant's horse proger, as that part is surement by the great read does not extend up through the take 78 to the crimes top to be there coupled to the tasked order for a 2 reconcluding that the take 23 loss and stalk and the forest toughing member which unites the tasked of the horn. The ten first section of an order any gas pass, which is instrument between two other signary of a 1 thereof to back, temy chough couples them towards, but it is not common, spoken of as a major of a the configuration is a spacer which holds them apart, and in interpret member or element which destroys the theory is the transport of and of advantage channel for the envented as a first coupling which the patent can a toward or let the carry only the invention.

Previous decisions do not throw much, light on the our tion of infringement. The breaks in page one and a catcon have been, or have been vaid to be, an higher all and the limitation to "hora coupling and ten apporting means" has never been interpreted. Introgramme of Camp 4d has not been essential to justify any injunction that has been granted, it has never been much while to determine its scope carefully.

These considerations require a reversal of the decree and a dismissal of the hid as to Patent No. 814,785.

As to the other patent, No. 814,588, where the court (Confished on page 32)



Mr. Dealer:-

The "Recordola"

is a

Desirable Sales Asset to You

Let your customers make "Homograms"

—Records of their own—in their homes with the "Recordola."

The Perfect Recorder and Reproducer.

May be attached to any Phonograph.

Fool Proof

Simple to Use—Positive in Operation

Every Phonograph Owner A Prospect

Complete "Recordola" outfit handsomely nickeled, including a double-faced "Homo-gram" recording blank that may be used for making 50 to 100 different records.

Retail Price Complete \$26.00; Extra "Homogram" Records, \$1.00 each.

Liberal Discounts to the Trade:

Write for Particulars

We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."

15 WEST 34th STREET

RECORDOPHONE CO., Inc.

NEW YORK, N. Y.



Bert Williams! What more can you say about a comic song record? Every Bert Williams "fan" will want "Unexpectedly" and "Brother Low Down," Bert's two new side-splitting comics. A-3508.

> Columbia Graphophone Co. NEW YORK



() stocked to be page 31 i

below held there was no introduced the situation are a result. stated require in improve then 7 . . I for an army . force tours which is a contract of the taget ing the with a just between the to just been f Claims II document, in sub-sucre to the for two runn states. be a protocological tipe of that the file of the state of As "A tapering it seller . I this reference in I fe set gibers date by the filter of an inches and an arrangage. No indexespotate was an investigation to a fine the contratogether a bout the file a particle of a is the substant a constitute of these two chinese the since is all the !

In connection with the foregoing decision to the United States Circuit Court of Appeals the therey Talking Machine to gave out the fel-Sewing statement

"The decision of the Court of Appeals supports our contention that the has e-principles of the Chency phonograph constructor together with our octagonal stopped tone arm are dis-Victor talking machine

"This lect-rights not only total but cleary this company from all patent langation.

"The decision continuedly esta lishes the fact that Chenry constructs in a based on principles differing radically in form and theory from or hi TATY tapering berearm and him construction.

"These prais play is and only in the Chency construction, marked eigenstest advancement or recent years in the art or torc reproduction and are covered by basic patents essent and controlled by this company, thus assuring to the Cherey photograph exilt wells the total superisentry against "and his a re-real authorities".

STATEMENT BY THE VICTOR CO.

Says Decision in Favor of the Cheney Co Has No Effect on Other Taper Tone-Arm Cases Which Are at the Present Time Pending

In regard to the decision in the Victor-Chemes sint the Victor Talking Machine Co made the following statement

"On Decemier 15, 1921, the United States Circart Court of Appeals at Cinemati hande I down its opens in reversing the decision of Fuderal Judge Sessions, which had been rendered at tayor of the Victor Co in its suit against the Cheurs Talking Machine Co. on the taper tone arm patent- No. 814,786 and No. 814,848. The suit was based on claim 42 of patent 834,786 and claims 7 and 11 or patent 814,848, and Judge Sessions had found claim 42 yalid and intringed and tructly different from the basic presciples of the colaims 7 and 11 valid but not infringed, because of certain limitations therein held not applicable specifically to the defendant's particular structure An accounting for damages and profits had been awarded, together with a permanent injunction, which was stayed pending appeal.

> "The Appellate Court affirms the ruling of Indge Sessions as to the non-intringement of claims 7 and 11, but reverses Judge Sessions on claim 42, holding that the claim, though valid and readable on its face on the defendant's device, cannot be interpreted broadly enough to be ratinged by the Chescy machine. The step by step or argement of the Cheney tene arm is taken to be the equivalent of the Johnson unbroken

toper, and in this tile C urt accepted one of the Victor Company's man contentions.

This decision increly holds that the very speer, and peculiar horn construction of the them y machine is not within the three claims at 1-sue as interpreted by the Court There was no building of revaildity as to any one of these three claims nor as to any other claims of the respective patents which were not before the Court The patents, including other claims in addition to those here involved, have been repeatedly passed upon by other courts and their y, altry sustained, and such validity is recognized by the Court of Appeals, which states that its confusion is not substantially inconsistent with to escoption adjudications. The Victor Company his a number of surts perding based upon these two tayer tone arm perents and involving the aptheation to other talking machines of one or more clippe of the patents, in a ldition to the caims at issue in the Chemix rase, and expects to contant the vigorous prosecution of these shifts as we'll is the remetal assertion of its rights under these paterts."

MARKSON BROS. FEATURE COLUMBIA

Parade of Columbia Grafonola Shipment in Syracuse Marks Pre-holiday Sales Drive

Symmetrics A. V., January J. Markson Bros. masse dealers of this city, recently received a large shipment of Colombia Grafonolas as part of the handred earloads of machines which the Columbia Co. A stribut d throughout the country as part of its hold in compared. The local store carried on extensive advertising and intensive sales work to dispose of its allotment. Robert W. Wallace general field sales manager of the Columbia Co. H. B. Haring, manager of the Bufful a tranch, R. W. Mill olland and E. S. Quantity to the sent attribute to operated with Markson Bros in the caracegue

... \ parade through the streets of the city, with the shipment of making or on trucks, opened the campaign. Columbia machines, with the aid of a Magnition, term-hed the prost

EDUCATIONAL CAMPAIGN IN SOUTH

Wanson Sarrai N C, January 2. At the recent Music Appreciator Week held here Miss Margaret Streeter of the Victor Talking Machine Co, de vered a series et lectures ou musical appreciation in schools and other public institetions From Winston Sylem Miss Streeter went to Nasivelle to assist in the work of a Music Apprex ation course at the Peabody Collige for touchers

WHY CONCERNS FAIL

The following are a few of the reasons why many or exerts fail the more of salesmen masrepresentation of goods, tracky business methods, over assistance of salesmen, insolence of employes to customers, immedissary delays in service, factless purmess policies and poor and inconvenient arrangen out of the store

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE-GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

A. WIMPFHEIMER & BRO., Inc. 450-460 Fourth Avenue, New York

ESTABLISHED 1845

33

THE VALUE OF A GOOD SIGN

It Should Be Distinct and Readable, Attractive to the Eye, Suggestive to the Imagination and Absolutely Individual in Design and Color

It there is ever a time when a business man can afford to be extravagant, it is when he orders a sign for his place of business. It is something which will remain in public view for years, and every time an eye falls upon it an impression of some sort will be effected. It may not be just, but it is true that the world judges a man by his appearance, and a business by its outward signs. A sign should have a personality, a difterence easily distinguished from the other signs on the street. A sign should be distinct and readable at a glance. It should be attractive to the eye and suggestive to the imagination. It should be in keeping with the surroundings so far as shape and color are concerned. It should be conspicuous but not offensive; elegant in its simplicity, and expressive of stability, enterprise and commercial prestige

J. H. JONES JOINS DROOP CO.

Washington, D. C., January 2. J. H. Jones, formerly concert tour manager for several Victor artists, has joined the staff of the wholesale Victor sales department of E. F. Droop & Soi's Cohere. He will travel in the Virginias

ALWAYS PLEASE REMEMBER

Remember that when a customer cuters your store she is spending her own money, and can spend it where she pleases. Therefore if you neglect the proper courtesy the customer is under no obligation and can go elsewhere where service is made a part of the organization.

THIS is the MISSING LINK

Fibre Needle Sharpener

You don't have to remove the NEEDLE from the TONE ARM to SHARPEN

It's 5 years ahead of the times



MECHANICALLY RIGHT

Very Simple

LIDSEN
FIBRE NEEDLE
CUTTER

Let us send you a sample and further details

LIDSEEN PRODUCTS

832-840 So. Central Ave.

CHICAGO

UNIFORM EXPORT BILL OF LADING

Interstate Commerce Commission Orders Separate Bill of Lading Issued Next February to Cover Rail and Water Shipments

Washington, D. C., January 6. A morror export bill of lading will be substituted on February 15, next, to replace the present various forms used by the radioads, under orders just issued by the Interstate Commerce Commission following lengthy consideration of complaints field many months ago by representatives of large shippers.

The shippers asserted that a muform bill of lading should be prescribed because "the railway carriers and the water carriers jointly undertake as carriers to transport freight from an inland point in the United States to a foreign port. The duty of the carrier by railroad is to deliver the shipment to the vessel as part of its undertaking as a common carrier. There is no ressation in this carrier duty from the time the inland carrier at place of origin accepts the shipment until the carrier by water delivers the same at the contracted port of destination." They also objected to the carriers' practice of making changes, such as in the vessel by which ship ments were transported, without giving notice to the shipper, and suggested that provision be made for such notification, as well as for a bill which would be of a size and thickness that would permit its talling out by typewriter.

Testimony and briefs of the carriers indicated a belief on their part that there was no continuity of responsibility for through shipments, and that the rail carriers' responsibility ceased upon delivery of a shipment on the dock, while that of the water carriers did not began until the shipment was loaded on the vessel.

The new uniform fall of lading which is presented by the commission will be of great value to export shippers. It will provide a full in which there are no fine-typed restrictions as to responsibility, varying with the railroad used—against which the shippers vigorously protested as being, in the present hill of lading, a source of much trouble and loss—and there will be no lapse of responsibility between the rail and the water carrier.

OGDEN KNOCK-DOWN STANDS

Interesting Folder Describing the Products of the Ogden Sectional Cabinet Co. Just Issued

The Ogden Sectional Cabinet Co has issued a very interesting folder describing the various knock down stands which it manatactures. The No 80 portable stand, designed for use with the Victrola portable model, is shown and described in detail. Space is also given to Ogden stands. Nos 4 and 6, for use with the Victrola table models of the same numbers. The Orden utility or service table is shown and described as convenient for any purpose, but its use inthe demonstration room is particularly dwell upon The Ogden Sectional Cabinet Co. also products sectional cabinets for the filing of record stock. Although the various stands are a never product of the company they are rapidly becoming popular throughout the trade

FRASER STORE OPENS DEPARTMENT

Urica, N. Y., January 3. A talking marline department was recently opened at the Robert Fraser store in this city. The new department has been featuring Vitanola phonographs in extensive local advertising.

BLUE SALESMEN CAN'T SUCCEED

A pessimistic salesman has no chance for a successful career unless he reverses his outlook on business and hie in general. Preach pessimism and you may be sure that a portion of the "blue" spirit will be inoculated into the prospective customer.

Don't wait for things to turn up. Go out and turn them up yourself.



THE ONLY IMPORTED PHONO-GRAPH DISC SELECTIONS recorded in Italy and sung by the best and most popular artists of that celebrated land of sweet and enchanting music.

NEW SELECTIONS SONGS — DANCES COMICAL DIALOGUES

19-lach Dric-Daubie Face 850 03937 'O seleptro d'e Femmeto e mical il ainque Errostie Dalbiari i diccal Dalbiarie 03873 Etarosiu Komaneschi bart i tira Are Hossau C'miteal Diangue Storeelli Remanuelli Part 2 Orch A. R. man Original Date gen 10227 Kaufa Lucie luntana Opta Acc Dounts fires Acr Car till to tention Tense Core Signore that Acr tay till to tention Tense Publices doesn't Great Acr tay till to tention Tense Filars Blave Urch Acr Car till to tention Tense Filars Blave Urch Acr Car till to tention Tense 10931 t at 1 ff G trestores Trajec 00000 Maleanta e Primmaera Onto A. tat Uff @ Godfe o Teter Canta Napolitano Orch Air Car lift il Colora Tetre 00941 Canta Mart' dech A c Yo al seurdate o Napula, tir lihr li A.s Cas Cin d sport-mo Toront Car III di Sendonio Tenant 06945 Broinella Orth And Services & Published On 2 Car LE G Golon Tenor Le Rice tiese Orth tre Co Cay 1 7 to Godon Tenor coses "A Canasas e Pusifico. On L. Are tar 1 f O Godon Tenur A Luna a Magulo tirch Acc tar 1 % G Godding Terror P Mute he Burtime 65931 Yempenta Grede A.c. E Hanamo Ibid. Ais, L'Inglese a Mapais crists Aise B. Curamella E i crazzolla lan to region Cuncette Greb Acr Tit tie-tit in Oid Acc 20957 Luntano a to Mars' dech B. transaction Cay To G theler Tener Car 1 # G freelen feno: L'Argeatola Or h 12-1sch Due-Gaubia Fare-\$1 25 Carmes 21ta Waltz Car 10 G G Galaco Tener

ITALIAN METROPOLITAM MECORUS

Luce Glaubhil

Missiany Band

Mupiterens tuetana 3 Parts Orth Are

8 setdatiol al pismbe, March

|4-lack Dise-Dauble Face-451 40/61-'A Luna e Nessie Ovite Ac-Shella Bruna Stella Ilmina Tu ton tal Only Acc. Cara Ficolna Hind A.c. Sholla Bran-September l'e' tramma tila Orch. Accide d'attack e calle Orch. A colle d'attack e calle Orch. A c Stella Beute Septane Di Mal . Teror Ah, quante mi piaccion la donna dir h Acr-S' E' exerate Mirels Opele see Sigistrutch A Proggin di rote Mazurca Fige S Heatte Vita augya Waita Pastorate Drift Ass har to be to be D Gregorie Iraban Bug Piper Norena di Natale 03811 Taractetta Claimer blug trettun Bog Popul 20015 Norrea Surdate Burea & to Skulling tomoreal Disc Cir Noirio si vinni a mugghisel pi mazza lira lituria. Le tio die liar dimensal litaligene. Event a La terva Toscana Grab Anc Hafma Poeta Burns & Co. Striban Comuna. Tir ale grae Nofeia al Signi. Butta & Co. Strillan Contrat. Haltette

For catalogues and discount to trade, apply to

ITALIAN BOOK CO.

145-147 Mulberry Street NEW YORK, N. Y.

NOTE-With every Song Record we give

We are manufacturers and distributors of special Music Rolls.

Write for our catalogue

THE LETTER REFLECTS THE HOUSE

Why Talking Machine Dealers Should Be Sure That Their Stationery Is of a Character to Impress the Recipient-Pertinent Remarks

Next to an affiactive wir low there is no learnest buyers a serie against it makes a been r it organion than the correct stationers used by a taking and retem that some been Collect " Patres secretly was to be sooning very exsellent and unally a tele on the sellect of "What Makes a Go d Letter" in the Office tropem stard is well werth quoting in part, because of its partnerse.

" I'ret the paper and the letterhead are very suportant. Simetime a letterhead of high qualmy 's tech to the stell's of type or arrangement of type so critic as to kill the direct of the paper. A use letterhal has concentrated, closely counciled units that are built around the firm name, so that the reader sees, first, the from name; second, the tem's business, and third, the firm's a biress.

"Next in importance is the trade-mark. The more widely a trade-mark is advertised the more important is the need of having it appear on the letterhead. But the letterhead should be built in such a way that the heading would look well without the trade-mark. In that case the trademark is bound to look well placed,

"The firm name, "usiness, auxiliary besinesses, trait mark and address, all well arranged and ba'anced, put on a gic. grade of paper-not so cheap as to look riggardly and not so bristling with quality as to app ar that the sender is an unsafe spendthrift-will make the right impression, provided that what the letter says is worthwhile. The letterns in a mast le remembered, Can't do all the school !

If your business is dell don't blame it on your location, the times, etc. Get into a quiet corner and analyze years if at I your business methods, and time times out of ter you will discover the

RECEIVER FOR CORNISH CO.

New Jersey Piano and Organ Concern Now in Charge of Receiver-Liabilities Are \$145,000, With Assets of \$125,000, It Is Claimed

and the A. A. J. January 5 - Granceflor Edwin Ko of Walter has appointed Wesley Flaming, or Washington N. J., as receiver of the Corat- to, manuacturer at paras, organs and tak gitter ters, of Washington, His bond has ceen fixed at \$50 to 0. The petitioners are: Josigh D. Cornel Jr., president of the company; Proj d Major and Alvin I Horey, treasurer, all of Washington.

Mr. Cortash hads 900 shares of the common and 500 stores of the preferred stock of the company, which, it is said, is also indebted to han to the extent of \$53,521,51 for money loaned a directorements. M. Major owns ten shares of preferred and the of common stock and is a condition of the company to the extent of \$66.39 to a natural's fattashed. Mr. Horey, who holds 139 shares of the common stock, is a creditor of the company for more, based amounting 4 > 34 482 20

It is sol forth in the petition that the corporate of was chartered in 1901, with an authorized capital of \$500,000. The complainants charge that the corporation discortinued business some

It is said that the habilities of the company an out to more than \$145,000, of which \$105,000 are a presented by promissory mates, some of which are past due, protested and unpaid, and others are falling due daily. Resources of the c mpany of Decem of I last, over and a over real estate, and invertored at full value, were less than \$125 (60), or which a out \$65,000 was in stack and materials used in the company's brancis and which has since been decreased. It is also charged that about \$40,000 of customing menda and the base been assigned by the company to various banks, which will them manufacturer. The instrument was presented ter a clateral for better discounted to the exhigh a southful The real estate of the com-

Illiery's Lubricant makes the Motor make good Is precared to the proper consistency, will not run see, dry up or become worky or range. Remains in its original form adeal rely.

Put up in 1, 5, 10, 25 and 50-pound cane for dealers. That information is a port up of 4 each court to retail at 25 comis such an our title trade make of

NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers. ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

pany is valued at \$20,000. It is also set forth that instruments now in process of manufacture and uncomplete i are inventoried at \$50,000 but are worth in uncompleted condition \$20,000. Just what future artism will be taken regarding the concern is not stated.

VICTOR ARTISTS FOR LOS ANGELES

Famous Eight to Give Concerts in That City in January-New Record Factory Started

Los Anguas, Cal., January 6 .- The Eight Famens Victor Artists, Heary Burr, Albert Campbell, etc., etc., will be in Los Angeles in January. Victor dealers are interested in the concert which wal be given on January 25 at the Philharmonic Auditorium. L. C. Mounteastle, advance agent, was here recently to make arrangements

The construction of a factory has been started by the Golden Record Co., incorporated, for \$200,600,000. The Gulden Record Co plans to record and manufacture records for general and private uses.

"TALKER" FOR PORTLAND SCHOOL

PORTLAND, ORE, January 4 --- The pupils of the Benson Polytechnic School will now be able to er joy high-grade mu-ic, as the institution is now the prossessor of a Stradivara phonograph, given by the Pacific Phonograph Co., of Portland, the by the company through the efforts of the Kiwams Club.



THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Greatest Value for \$1.85 Ever Offered OK&L Dealers!

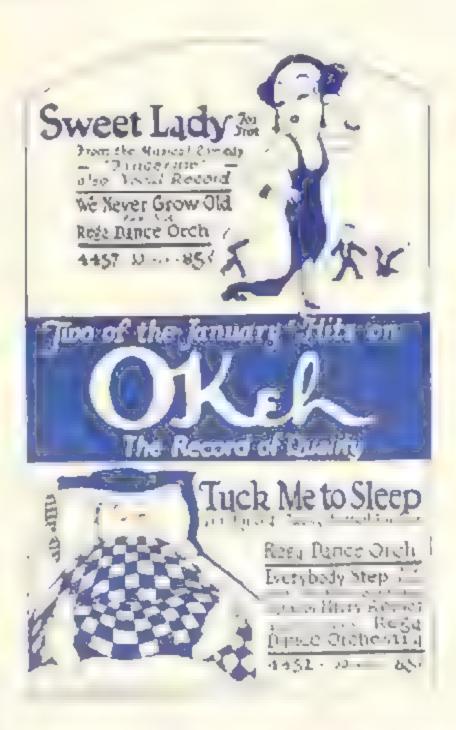
These displays are the equal of any in art treatment, color, idea, manufacture and sales value, but—at a price that is cheaper than any similar service on the market. They combine the suggestions of dealers, jobbers, salesmen and phonograph men from all parts of the country.











Act Quickly!

Orders are coming in last for this new Okeh Display Service. Our dealers say it is the biggest thing ever offered them It pulls customers into the store. Don't delay your order. Fill out the blank in the corner

TO-DAY!

General Phonograph Corp.

OTTO HEINEMAN, President

25 West 45th Street NEW YORK, N. Y.





Good Reasons Why You Can Use This Service

Each display contains six eards 11x14 inches in size and one card 14x22 inches. These seven cards will not overcrowd your window, and yet they are sufficient in number to make any window strakingly attractive.

Each display will illustrate the titles of the records in a humorous carroon style. Titles are always different and so the displays must be

Displays Fit In Any Window

Because of the limited number of units and their size these displays will be any dealer's window. It your window is large spread them out. If it is small use them compactly

One Record To A Card

Each card will feature only one record. This me institute the lettering will be readable across the street! You can always re-use the card.

Only the best records of the month will be featured. This means advertising the records you are sure to carry in stock. No 'dead wood' in this display!

The phenomenally low price is possible because we will share the cost of this service. We are asking you to pay only a small amount in return for the bencht it brings you threatly

Business Will Be Better

It you will use this service. It will stop tolks and sell records if you give it half a chance. We realize that dellers handle various lines and quite naturally wish to push these lines as well in their windows. We urge this, for mattery in window display is absolutely essential. All the more reason, then, for using the Okeh Displays.

Tear Off on Dotted Line and Mail This Order

Be Sure to Fill In Distributor's Name!



Some Practical Suggestions for Developing Trade During the Winter Months :: Aug. N. Hand

Now that the Winter season is with us, the talking machine merchant has an opportunity to turn out some appealing advertising, drawing comparis as between the outside and the inside of the home. A word picture of a cheery home with a warm, comfortable are and the family gathered around listening to the strains of music emanating from a talking machine compared with the cold, amny ting, blustery outdoors will go a long way toward aronsing the desire for a machine in the bearts at householders who do not possess one. Or, if there is a machine, there will in many cases be a lesse for some new

People who go shopping on a cold wintry day do not desire to stand before a window display, no matter how clever at is, theretore, while a good display still retains its value it does not exert the strong influence which is the case in Summer lift it a person sits in a comfortable home and reads an advertisement along the lines. suggested above the appeal for masic is sure to be pronounced

In the majority of instances when the evening to extremely cold or it is snowing the members of the family are usually to be round at home, unless it is a solutely necessary to go outdoors. This fact affords the cealer an opportunity of increasing his profits through evening activities He may remain in his store and use the telephone to good advantage by calling up customers and stating his desire to arrange a concert in their homes for the family and any friends whom they may care to have present, making it chosen by the annuly from the latest list. Thus, where or first record was sold,

unity records which the particular prospect has not purchased will be selected and several sales. are sure to result. Where friends are invited it sometimes happens that one or more of them do not own a talking machine and an avenue is opened up which will either add another live prospect to the dealer's list or result in an immediate appointment which may lead to the sale ul a machine,

Then, too, the fact that the merchant takes the

Reasons Why Winter Months Can Be Made Profitable in Results Through Expanding Trade and Good-Will

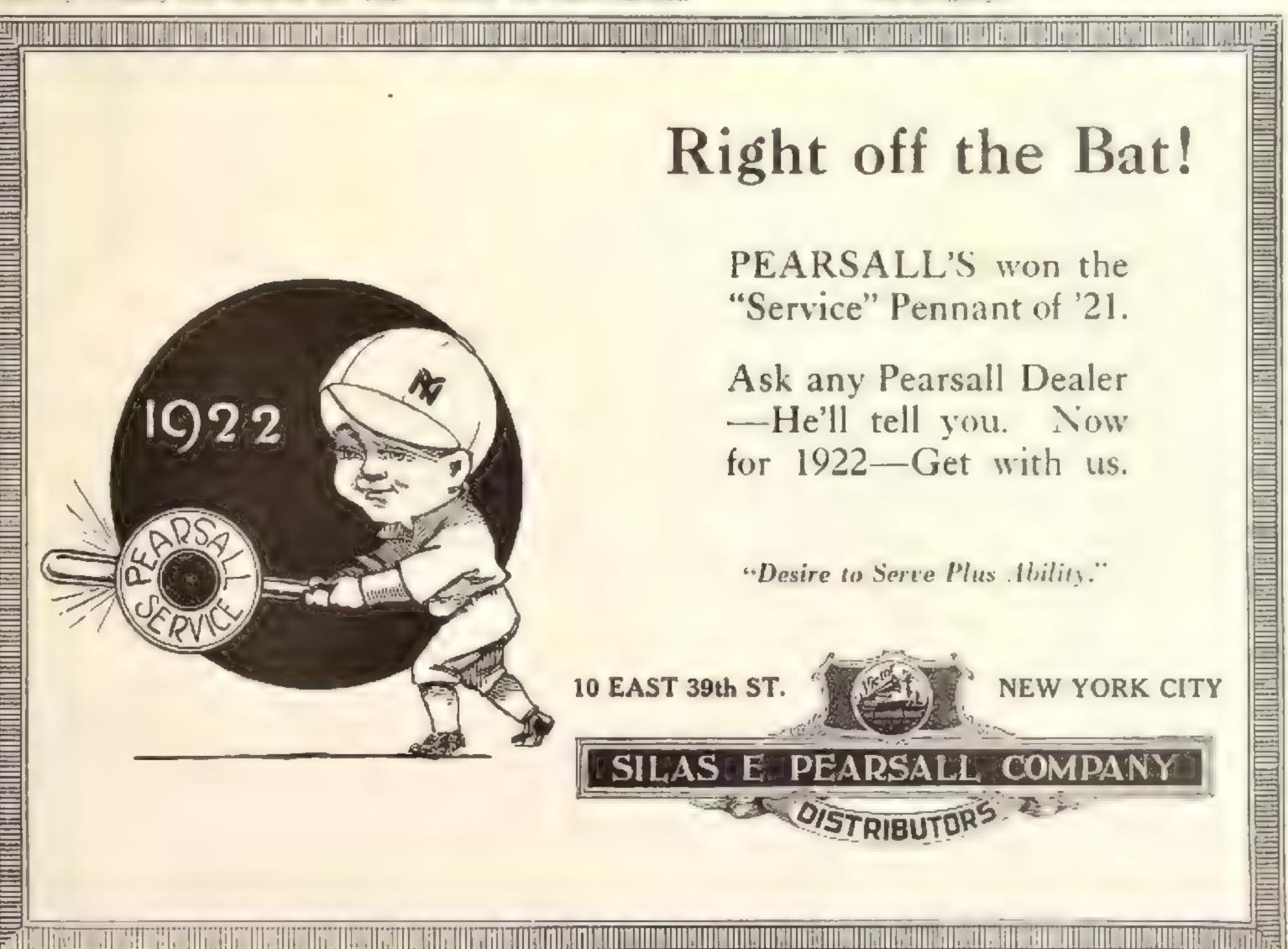
trouble to personally arrange a home concert for the enjoyment of his customer and makes his appearance at the home not only gives him the opportunity of making a further study of his patrons, but it also impresses on the customer's timed the service which the dealer extends and cements the friendship for the music house plan that the selections for the concert may be which should have been started when the ma- run their establishments blee a soulles machine,

Another method of a languary absorces during the Winter months may a local in the many datices and social and restricted to and here. In every community tacre are several chirches where the young purple have the and societies and dances are attached from time to time. In most cases the only mass at these fenches is that which is loared and curried to the place by members, or which is him!

The local talking machine desicr can get come worth-while per horty by obtaining a list of the-eorganizations and other night charach in the line. of charge on respect. The other deliver cases, will be accepted with delight and a keen apprecation which wi' travel sauch feether than one would believe Young trias manally tell there parents and it indo along such things as the e, and the more fact that a machine has he had to to a few only for social socials will provide a finherry which will reach many prophe most of them lovers of good ners c

In connection with the latter plan the dealer could increase the prospect list to making the condition that each distour or member of the club place his lattic and address and whether his home contacts a madicine of a large presided for the purpose. The intensity in this secret can he used to promate the sile of machines where there are none and of record where it is hand that a machine + mined.

It is a good thing to be efficient, but some merchants become so daraed efficient that they lose sight of the fundamentals of business and





Why You Should well Monora Phonographs

Reason One: Quality versus Discount

EVERY dealer must decide whether he will push the Quality line, or the nondescript Discount line.

The Quality line might offer less margin per sale—but the Quality line offers a commanding reputation which means a steadily growing demand.

The Discount line must be sold unaided. One sale does not make another—the inferior instrument does not even stay sold.

Sonora Quality really enables the dealer to do business with less cost—and more net profit on his total investment.

Sonora—the Highest Class Talking Machine in the World—is the most salable proposition in the phonograph industry. Among users everywhere Sonora represents the acme of perfection.

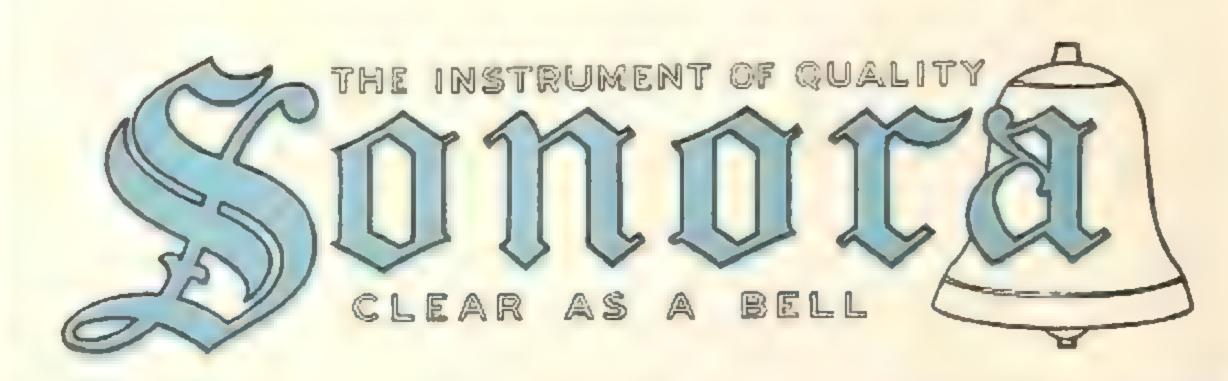
Think this over-write for information today.

Baby Grand \$200

One of the most popular models in the Sonora line.

In cabinet work, finish, motor, tone quality and universality of use, Sonora Baby Grand is unsurpassed as a sales proposition at the price. An instrument you can feature steadily the whole year through.







List of Distributors

Syracuse, N. Y.

Siste of New York with the exception of Greater New York and towns on Hudson River below Poughkeepsie

Saxtons River, Vt.

States of Maine, New Hampshire, Vermont and part of Massachusetts.

605 Broad St., Newark, N. J. State of New Jersey

Memphis, Tenn. Arkansas, Louisiana, Tennessee, Mississippi

Indianapolis, Ind.

Omaha, Nebr. State of Nebraska

221 Columbus Ave., Boston, Mass. Connect cut, Rhode Island and eastern Massachusetts

Medium C-

514 Griswold St., Detroit, Mich.

616 Mission St., San Francisco, Cal. Washington, California, Oregon, Arizona, Nevada, Northern Idaho, Hawanan Islands.

Houston, Texas Scothustern part of Texas.

No. Company

310-314 Marietta St., Atlanta, Ga. Alabama, Georgia, Florida and North and South Carolina Wichita, Kansas.

Southern part of Kansas, Oklahoma (except 5 N E. counties) and Texas Panhandle.

Minneapolis, Minn.
States of Montara, North Dakota, South Dakota, Minnesota.

1751 California St., Denver, Colo. States of Colorado, New Mexico and Wyoming cast of Rock Springs

613 Arcade Bldg., St. Louis, Mo. St. Joseph, Mo. Türsontt, northern and eastern part of Kansas and 5 counties of N. F. Oklahoma.

Salt Lake City, Utah. Utah, western Wyoming and southern Idaho.

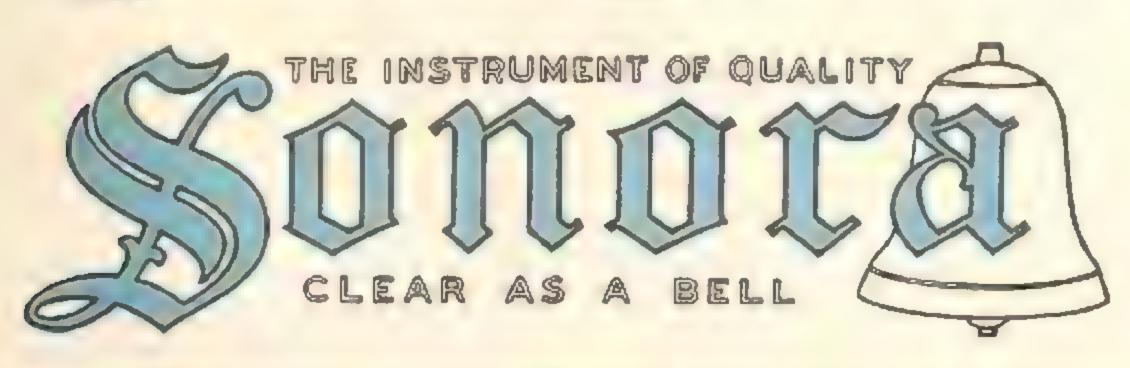
Marquette Bldg., Chicago, Ill.

Milwaukee, Wis. Wisconsin, Upper Michigan.

1214 Arch St., Philadelphia, Pa. Fastern Femisylvama, Maryland, Delaware, District of Columbia and Virginia

150 Montague St., Brooklyn, N. Y. M. of Brooklyn and Long Island.

311 Sixth Ave., New York.
Counties of Westchester, Putnam and Dutchess; all Hadson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie including Greater New York with the exception of Breeklyn and Long Island.





VICTOR DEALER ACTIVITY IN IOWA

Splended Holiday Trade Closed With Good Demand for Standard Makes of Talking Machines and Records-H. B. Sixsmith Discusses Situation-New Dealers and Changes

Day Vita Trace array 5 the holdby seeser for falking my lim som hava proved to be the last or experienced by the trade this was especially ten or the explore makes from a to be designed by the first of the fact that to strate at epotted as far agreement little the Progression of a cut 200 ml, mostly a college population, bearer of the court discarters, part of the State, the Properties of the Camputed to each \$7,000, or all though the year cent was eash. It's was exceptional when the same store reached a connector only \$20 stor the same mach last year and stone har the parameter I KHOW AND BUILDINGS

II B S v mith siles manager for V do. Bros-Co. Victor wholesales reperts that the departd for Victorias for execution that exp. by "As usual," - iii Mr. Sex-ii the the shottage was with its ason extralle to the All number especially in mish gint and body backgain of course, were an great denial and our stells was complants extension as a transport stress. Some stock witch we there his cast so "crawcre canerly beight by the Parks. One thing which pleased the SCEN Hatch With the waren reports went in by the dealers. In a ranger of cases customers, upon tailing to find an instrument of the standard makers to their liking, refer d to buy at all"

Over tweety post on evanthe State of Local have instable V ctrolas. The report is that live y music is an incentive to fast working and each postinuster using it is entaustable over the results be has obtained. Popular numbers, such as "Wabash Blocs and "Ma" seem to be very ci-

The Mottis Samerd Co., of Cedar Rapids, recently aistalfed one of the most effective wardows desorted to the Victiona No. 300 yet seen Small precise or hietern's paper about six inches square, were used to also the floor the resemblance of tile. A harmonic pararing of the trademark and a arge basket of flowers only were used a connection with the instrument. A large thatet shade velvet curtain formed the background and the display was decoded with an amberthe rilea

A number of dealers throughout the State have adopted the slogan, "Say It With Records," and from the December reports the results were good,

Due to the efforts of the Garst Store at Coon Rapids, In., the town has formed a Music Study Club. It is scheduled to meet once a month at which time a different opera is studied, with the help of the Victroia and the Victrola Book of the Opera.

A number of dealers occupied their slow season during July and August by taking a musical census of the community. This idea was carried out very religiously in the northeastern part of the State and from reports the sales made during December were little short of marvelous, most or which were traceable to the information gath ered when the census was taken.

Harmony Hall, of Iowa City, made arrangements with the Superintendent of Maintenance of the local railroad to place a No. 50 Victible or the var of every section superintendent. These section gangs are on the road most of the time and are often obliged to park their cars in some of the most serluded parts of the country. Who wouldn't give almost anything for music when they're a hundred nules from nowhere?

Ralph B. Townsend, for the past nine years manager of the Victrola department of the Davidson Co. in this city, left on January I to take a similar position in Young-town, O. Mr. Townsend is well known to the lowa dealers, having been very prominent in the workings of the Iowa Victor Dealers' Association, of which he has been twice elected treasurer

Miss Ruth Uhl, for a mumber of years associated with Chase & West, has joined the forces of the Davidson Co., and will have charge of 124 Victor record department

B F Biboghaus, assistant manager of the traveling department or the Victor Co., was a visitor with Mickel Bros Co last month. Mr. Biblighaus spent several weeks in this section of the country visiting the various Victor distributors.

G. I. Richardson, Victor traveler, has left Iowa for his vacation at Collingswood, N. J. "Larry" has made a good many friends in lowa and it is hoped that he will be given this territory for

Clarence E. Powers, Adel, Ia, has taken over the business formerly known as McCauley & Powers and in the future his efforts will be devoted exclusively to the marketing of Victrolas,



"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equip-

MAGNOLA "Built by Tone Specialists"



May we send you our handrome illustrated catalog chock full of information concerning the wonderful construction system of Magnoje and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO BCHULZ. President

Benerat Often III WILWAUKEE AVENUE CHICAGO

Southern Whelesale Brubeb 1330 CANDLES BLDG ATLANTA, SA.

ANNOUNCE LOWER PRICES

Kirkman Engineering Corp. Makes an Important Announcement to the Trade for 1922

The Kukman Engineering Corp., of New York City, announces radical reductions in the price of it- K-E and Simplex circular record cleaners These cleaners protected by United States pastents were put on the market in 1912 and large numbers have been sold to the trade, which is familiar with this design. It is said to be the first round cleaner on the market, this construction being a strongly parented feature. The manufactures should for this form of cleaner that a round surface is theoretically correct for the circular motion nocessary when cleaning a record must satisfactoria.

By perfection of automatic dies the company carms to be in a position to well the K-E metal chance below pressure proces and with greater pront to the dealer and jobber. The K-E metal Ceaner with oxidized attractive finish is being featured by the company, which claims superiority of this cleaner over the wooden grade

When interviewed by The World H. M. Linter. -ales manager, stated that the company would maintain its policy or selling to the dealer only, through the recognized tobber. They do not sell direct. Mr. Linter states the sales of K-E. automatic stoos have been heavy for the hobilay trade. The price of these has been reduced as well. The company has been making automatic stops for talking maclime manufacturers for ten 11415

DEMONSTRATING BY TELEPHONE

Reed & Dany, Brunswick dealers in Hollywood, Call, have managinated a telephone demonstration service for records that has proven very popular with the company's chentele. A special attachment is used to the monthpiece of the telephone in the store, and the customer need only sit in his easy chair and make his desire known over the phone to have the records played for his special benefit. This service has greatly helped record sales

In this cra of the masses it is desirable and necessary every now and then to state that every thing that makes life worth living is due to individual effort and the magical power of person



FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE MELAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS





FLETCHER-WICKES CO.

6 East Lake St., Chicago, Ill.

THE MILAGAN PHONOGRAPH CORPORATION LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"



BIG HOLIDAY VOLUME OF TRADE IN COLUMBUS

I email d for Records Unparalleled-Generosity of Reaton's Music Store-Lectures on Opera He to Trade-C. C Baker's Enterprise-Visitors to the Perry B. Whitsit Co .- Other News

the second of the second secon Chrybay ic -- the seck and the second second to the second second I would the out to your. the same of the and the order of their . I M less market at e will see Some, the North His street, to the transfer of the second that . I. C. Minore than 5 does of s and Notes to the Land of the Control of the Contr admit to the lines demand wish 18h. A. A. L. C. S. Mer. Schemenn-The Armed State St and the property of the first Chair ! to the transmitter, ven proceeding that was . .t - Last Harr's J'en Mes-Cr. . . . Lists Kicker

The in the attention of Braton's Marc were the form the contract of report the same of the sale and conse in the state of the state of the peak. A to tend, the total and analysis of the hotel the region of a size which report to testimate replace of granded, constituted the Chert-

and the state of the state of the line with the state of ter to the termination of to C pris F and Cab to West Beat to . to the contract of and a number of the the Heat of the State Mr. Heaton imto sty required to the above tacking to of a separate of the highest the contract to bly drite Har retailer the ormates till yett, in Columbia Committee

Fr. shelt I begin brown at or traof the fact of the first to the section of the section of the first I the property to the below to

New to the state of the second of the second of the second



Let One Man Deliver Your Talking Machine

The Len Talking Machine Truck will handle the large machine with ease and safety.

No stairs too steep.

Quickly adjusted to any size or make of machine
Equipped with rubber-lived wheels
The saving of the second man on the wagon will soon pay
for the truck.

Write for Circular and Prices

Piano Trucks, Hoists, Covers and Straps Made only by

Self Lifting Piano Truck Co. FINDLAY, OHIO

of the causa benefit as many as twenty records or the more report access included in the her operation the coaster Free Thomas Scott Lords , which is the course, declared that Long as property and the interest manufacted in his a tures. This was a new thing in this city, be I am I por his sor that the require that felle and was year gratified a to me "

Mrs W E M P or charman of the committee of the time I derivate or Western's Clubs in coange of the lines of the late took an educa-Englished to the contract of the best half spire the Cong Fud rated has ever offered the final fifte "The results of this course will, and of regretite Federation to give another each care with this bis i terest operas during the rest year "sair Mis Matrin

The street of the curve reported a these operas First 'Regueste 'Aida' and "Orghin at I to not "If I'm victore," arel "Carnea" In the disease of each opera the A spendy seemed as the real fath of preventing the aria- durit, trus a person of chi notal scler I do to treat gree

I day, the branches a theory of Columnthe state of the laker, especially since he la- stronge dite a one train we to ke of Victribus and rootly that he purchased from the Godern - Man Ster, which is good out of lossing a Mr. Hall has allied ten new people ry has ester for and in pite i this there seem to be at the seed a more Mr Baker open to the entire of the stone in order to the case of the extra stock of contents. minus the converse district of the space ally in the demonstrating booths, the Sel Rex counters have 1 cen installed.

Mr. Baker insists that what he sells is service "We give the public what they want and when they want it. Service in its true sense is what we give" Mr. Baker sonds out as many as 45,feet leaflets, circulars and cards a month announcing new records and player rolls to prospective buyers. "The reason we do this," Mr. Baker said, "is because we want our prospective customers to be informed on what we have to sell. If they want a certain record then they know we have it "

The Perry B Whitsit Co., Victor wholesaler, had a number of visitors in the last week. Among the dealers who visited this wholesale firm were F. G. Mardis, Mt. Vernor, O.; Conv. Smith, Louidon, O; Robe Hawken, Springfield, O., and E. O. Collender, Zanesville, O.

ARTO CO. IN RECEIVER'S HANDS

Business to be Continued by Daniel F. Minihan -Assets Far Exceed Liabilities

NEW COR. N. J. January 1 - Former Congress man Daniel F. Mumhan has been named receiver by the Federal Court for the Arto Co., of West Orange manufacturer of talking machine records. His bond is \$25,000 and he is directed; to continue the business of the company. The application was made by Edward C. Mills, of New York, acting for a number of music concorn creditors. The habilities are stated at \$185,-000 The assets include plant, \$216,000; billy receivable, \$132,000, and cash in hand "not in PX -- - > 14 \$500 000 "

WINDSOR PRODUCES SALES

Sonora Dealer Closes Twelve Sales From Window Display-Window Attracts Attention

Mirwacker, Wis , January 5-The Wm A Klag Furniture to let this ett. Sonera dealer presented reality one of the most affractive window displays that has been fratured in the local trade for some time past. As a result of the templot the company closed twelve Sonora sides which name dos the frem edons value of an elfective and artistal window display. The window was introductible for its simple to and several Sonora period models with a lackground of silk hangings gave a rich atmosphere to the display,

Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new. Cleans the grouves and the general surface, removing dust, gest and foreign matter without the least injury to the sound grooves themselves This new invention gives new voice and penemed-tone to records and will positively clarify amoula-

One buttle will last indefinitely. Very simp'y lemensely valuable to dealers as well as to machine owners. "2 despit to a record"

If your jobber capact supply you order direct lines 50 cents per bottle rotal linheral discounts

WARBLETONE MUSIC CO. 225 Massachusetts Ave. INDIANAPOLIS, IND.

The General Phonograph Mfg. Co.

Model "E" Table Phonograph

The Greatest Value on the Market

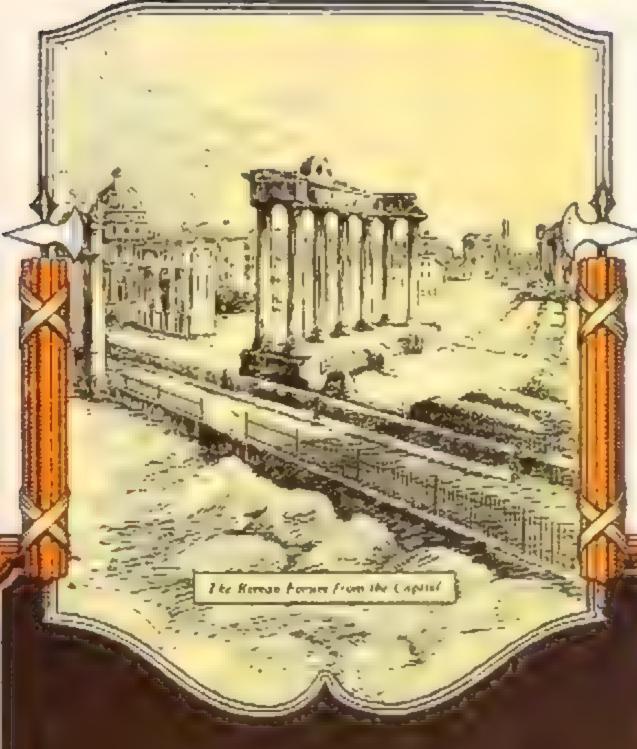


Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio



Rome Was Not Built in a Day-

It takes time and experience to perfect steel talking machine needles

To be exact—there are twenty-five years of successful manufacturing back of each individual Bagshaw Needle.

BAGSHAW Steel Talking Machine Needles packed to suit each individual require ment

Send us your needle problems. We guarantee you prompt service and all quality.

Write for our 1922
Distributors Proposition
PRICE LIST NOW READY

YOU can appreciate Mr. Distributor and Mr. Jobber, the concentrated and untiring efforts which have made

> BAGSHAW PRODUCTS SUPREME

The First Talking Machine Needle In America Was Made By Us

> FIRST THEN— FIRST NOW!

Do not be deceived with inferior needles of cheap quality, construction and price

Insist on Bagshaw Quality
THE UTMOST IN STEEL NEEDLES

W. H. BACSHAW CO.

Factories: LOWELL, MASS.

Selling Agents:

BRILLIANTONE STEEL NEEDLE CO. DE AMERICA

347 FIFTH AVENUE NEW YORK

At 34th Street

Suite 510

COKER Records

Latest Hits and Quick Releases—



Always something new and your orders are filled with the utmost dispatch.

Okek Records combined with Consolidated Service, make an Okek Agency the most to be desired. Write us and our representative will be glad to explain our attractive dealer proposition for 1922.

Wholesate Distributors for OKeh Recoras

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

RICHARD STRAUSS AND BRUNSWICK

First Records by Noted Conductor-Composer to be Announced Shortly by Brunswick Co.

realist of the real limps wick proof is by Richard Surviss, the rote's composer and condurant will be awarte of the movement of the at his these sistering to the first transfer that it is the second of the secon parentially as been set in account of the



Richard Strauss

of the Lings of States they seem to the mis forms Dr. Smars par 1 to pure the late of Americal and and articles and the second appeal laster to the total thusuann.

The am ouncement of Dr. Stranss' engagement to record as which for the Britishick re-order note som after his arrival from hampeto the American teer, are fed a proteined ainpressor. This visit here has been a great site tes the fish of La records will be assed in the pear but inc.

SELLS SONORAS TO MUSICIANS

Boston Musician and Sonora Dealer Closes Many Important Sales-Specializes on Developing Business in Musical World

The sale of partitions of the Source Physics angle to recently also the attention of Serina ducie to the solvedel occident eites made to Samel Manes leader of the tope v Square Or. of start; Buston information has most proper sort amenous as that one Mr. Marie, to the efficient to be a filtered to be steen, a suit offer after exclusive Soziera business in Beston which is Terting with exceptantal succession

Mr. Manny has sell, Somery productable for a farge than or or anastralis and ing whom are the I Bower promiser bostor messeans. Water See the one of America's for most freeingst play The Real of the Cope's Plays Of the tra lin 's a san tohen lounare lintel Or dera, Valerous, leider Farrin Hatel Or it at their Hallick Boston Concert Tro-1 v C *rs k, Ma esto Theatre Orchestra, Joseph Teals, 1 mod Stat s Navy Jazz Band, Phil Robesh, Y mag Mails Sugbons thehestra, and Harry I are, concert passest. I ams I agreed and A raining Tremon, otherwise of the St The s Syrup may the respondence of so supplied to the Societies for Mr. Marius while visiting Bons

A court to be which the Second is put by Mr. Marinia attracted considerable afternoon It is to proble to leave be opeliested accomto a record or electronianeus abstractible. er in Section with the brile stratem, specially control of the control of the section of the sectio 1 1, _ . · · | 1 | 1 | re |

PROGRESSIVE VICTOR DEALER

W S. Holloway, Flushing, O. Doing Excellent Victor Business-Features Attractive Windows

In the He that follows the home been signed that a rely " 1000 persons they, the a very one Velor of the text o Bollows Mr Herra is do a topic considered the instruction of the second age to 100 7100 ad 1 / cg co 2 * process to the first or a first in



W. S. Holloway's Attractive Window park by philograph will gave sign idea of Mr. Bidlimay - it itis and oppressed to-- for the will be not I that this plot graph scatter the Ret Seal about product by the Remarked His Co., of Chicago and a some as streamer of the greatest some 1 t of the day "Say It With Mu-ic"

HARGER & BLISH WILL CONTINUE

The World has but pocked word from Harcer & Blish, I had distr. more in the Momes and Street titly, in that the action appearing in the December 6889 unissum no the formation of a new composition by known as Silver Bir s. to symmetric the time of Harper & Blish, was premature. I'm deal was quiter considerate: "int to goliations were trially called off

RAINBOW SACRED RECORDS

Double Disc 85c.



RAINBOW SACRED RECORDS

RAINBOW RECORDS

Brighten the Corner Where You Are with Rainbow Records

HOMER RODEHFAVER, supreme in Sacred Song. His new Rainbow Records are excellent.

Start the year right with a stock of Rainbow Records.

Rainbow Records—No Heavy Stock—No Old Stock—Sell from January to December. Every Dealer Can Sell a Sacred Record.

Distributors:

A. J. HEATH & CO. 27-29 South 7th St. Philadelphia, Pa

STERLING ROLL & RECORD CO. 137 W. 4th St. Cincinnati, O.

> RODEHEAVER CO. 814 Walnut St. Philadelphia, Pa.

RODEHEAVER CO. 218 So. Wabash Ave. Chicago, Ill.

J. K. POLK FURN. CO. 294 Decatur St. Atlanta, Ga.

CABINET & ACCESSORIES CO., INC. 145 East 34th Street

110 South Calvert St. Baltimore, Md.

A J. HEATH & CO.

New York, N. Y.

RODEHEAVER RECORD CO.

150 East 41st Street

New York

THREE NEW VICTOR RECORD ARTISTS

Pirst Records by Mme Lashanska, Fannie Brice and Miss Patricola in the February List

the production of the Victor te the at last at a to of partson at interest to In the season of heal the airst Victor reced to ever to abors of the Victor family the second of th It is a started to the Latty to a to as a confinite to the second the theret Barnly a array of rangeon's "Sweet and Low," the remark it is said, being well alonated to a stan her reputation as a concert STREET

family Brice, the popular to medicine, at present with the 'Zogold Pollos," sings "Second Hand Kow and "We Man' (Mon Homme), and Moss Patrioch popular vandeville star, since "Iso that My Halors On" and "Happy Hottentos " In a detect to the three new artists, the Pedrucy list is also interesting from the geide variety of musical selections offered for the consideration of record bayers,

A CLEVER PUBLICITY STUNT

Roy Swanstron, manager of the Brunswick Shop, in St. Paul, Minn, bas adopted a clever dea for electrising his new records. He had built a clever restrict of the Brunswick record, and one at and had a tree plate fitted therein to carry the range of the newest record hit. A light back of the place serves to make the title of the record stand out, and the name of the record is changed as the new favorates develop.

INCREASES CAPITAL TO \$60,000

The Phonograph Shop, Inc. of Dallas, Tex., has filed an amendment to its charter providing for an presence of capital stock of this concern 12 m \$220 0 to \$60 000

What mere all firm wess in themselves they call contrarules, in others





For any Phonograph Motor Best Tempered Steel

Contract to the second 1 day Pricely the tell tell to The war of style . Markett 1'2 Jie it it is a sal

SAPPHIRES GENUINE Land a mad be. 20 100 ot \$11.40

THE ARMS I were two in and ower throughout the term out the cost to be a few but and down ,

PHONOGRAPH NEEDLES We are a second of the second of the second of the Second Coll Edge three and Veletione

ORDER RIGHT FROM THIS AD word for your use of other regule parts and restors.

Torn - 0 II to deale the 90 or steel to accord

The Val's Accessory House 1000-1002 Pine St. St. Louis, Mo.

DEVELOPING THE RECORD BUSINESS

Some Valuable Suggestions From Geo. K. Stewart Along the Lines of Making the Public Appreciate the Record as an Ideal Gift

INDIANAPORIS, IND. January, 3—George K. Stewart, of the Stewart Lalleing Machine Co., Victor distributor of this city, is a great behaver in the theory that the record business is very much what you make it. He is one of the veterans who have advocated teaching the pubhe to appreciate what an ideal gift a record is. "All we need to do is to get the public to give some thought to what a perfect giff a record can be," said Mr. Stewart, "and now that the Christmas rush is over and there are a lot of new maschines around the country, it is the psychological time for dealers to work on this idea.

"We must take a leaf out of the candy man ifacturer's book and learn that people buy that which is made attractive to their eye. We all know that an ordinary grade of camily when at tractively boxed and heribboned is a big seller. Most gifts of candy go to won en, and we know how that sex delights in the appearance of anything.

"The record guit hox should lakewise be used to boost record sales, even if the dealer finds it necessary to make a charge for the increased cost. It works beautifully in combination with the popular idea of 'Take Home a Record'

"I have noticed the rapid growth among certam dealers in mail order basicoss, and I thick that this is one phase of our business that can he expanded to surprising properties. In carducting a mail order business there is one thing that I would warm dealers to bewar of, and that is cheap and careless packing. Unless they are well packed and wrapped the los-es on breakage will overbalance the profit."

REAL STATUS OF FOREIGN TRADE

Greater Quantity of Goods Exported by the United States During Last Fiscal Year, Although Total Valuation Is Much Lower

Washington, D. C. January 3. Lower prices rather than diminished quantities are responsible. for the three billion dollars decline in the value of American foreign trade in the last fiscal year, as compared with the immediately preceding year in the opinion of Dr Julius Kleir, in his first annual report as Director of the Bureau of Forearn and Demestic Commerce of the Department of Commerce

"In fact," says the Director, "a compilation of exported commodities, reduced, so far as possible, to a quantity basis, shows weight increases of 34 per cent for the groups of raw materials and of 37 per cent for fourter 7s in 1921 over 1920, with a decrease of 4 per cent for such partly or wholly manufactured articles as ear, 'e shown in weight

"It will surprise many pessionests to learn," declares Dr. Klein, "that the hard totals in this compalation, which included acticles forming 69 per rent of the value of domestic exports in 1921, indicated that the exports of these goods increated 23 per cent in quantity over the amounts sold last year, though their value decreased 19 per cent "

The world-wide exchange situation, revived competition by foreign markets and decreased don and for American raw materials on the part of Europe, combined with a drashe cut in American imports of rew materials, are the pemopalfactors contributing to the lower foreign trade totals, says the Director

The Director refers to the fiscal year 1930-31 as "the most dramatic in the entire history of the foreign trade of the United States." He says that "the extraordinary episods of that year in our business overseas? resulted in a most severe strain upon the facilities of the Bureau of Foregn and Domestic Commerce, first, as a consequence of the "amazing strides" made by American export interests during the early in eiths of the year and, secondly, as a result of the disorganization and confusion who hispread through-

H. N. McMenimen

Consulting Engineer

Consultation by appointment on every phase of the phonograph in. dustry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J. Tel. Fanwood 1438

Offices: 2 Rector Street, New York Tel. Rector 1484

out the markets of the world with the accompanying pame of cancellations during the period of depression which marked the closing months of the year.

A new and unusual feature of Dr. Klein's report is a sixty-page review of world trade and of economic conditions in each of the important markets of the world

TALKER MUSIC FOR MURDERERS

TRENTON, N. J., January 4.—In order to brighten the last days of murderers condemned to the in the electric chair at the New Jersey State Prison a phonograph will be installed in the death house. It will be given by the men of the Third Presbyterian Church of Trenton The only music the men have in the death house is that furnished by a talking machine occasionally loaned by another part of the institution.

G. H. Baker, of Ossening, N. Y., owner of the G. H. Baker Music Store, one of the largest estal lishments in that city, is featuring Victor talking machines and records

It is always well to keep in mind that scratching the surface will never dig up business. Pays to scratch deeper.

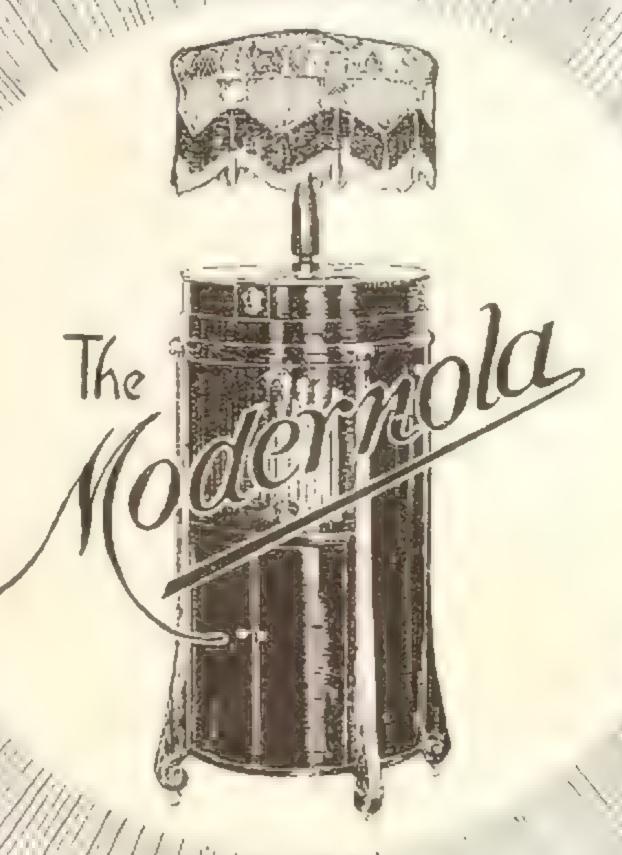


No. 35176 Iris Lily Bouquet

der, seek, yellow or red with natural prepared folloge including same as illus trated; carb, \$1.75. ilc.enn. \$18.00 without wase, \$7.00 ल १ जेम्ब्स्टा Write for MY SPRING CATA-LOGUE No. 15, cor-

taining illustrations in courts of Artificial lowers, Plants, Vines, Gailands. Tres etc. MAILED FREE FOR THE ASKING

FRANK NETSCHERT



The Big Possibility For 1922

The Modernola Fulfills the Demand

Every business man feels the need for new ideas, new angles and new merchandise. To the Phonograph Dealer there is offered for 1922 the newest model Modernola—the big distinctive instrument that is entirely different from the hosts of other Phonographs

The Modernola line has been simplified to one design, built in Solid Mahogany and Solid Walnut, finished in either high gloss or dull finish; hand or electrically driven motor and a wide selection of lamp shades.

You Can Use the Modernola To Wonderful Advantage

The added feature of the handsome lamp shade puts the Modernola at a distinct advantage on display in the store or in the home. The distinctive shape of the instrument in itself offers big opportunities.

For full information address

The Modernola Company

Johnstown, Pa.

The Medernois Sales Co., Inc. Offices, 929 Broadway, N. Y.

Don't Delay

We have a special proposition which will interest you Just additional dress Dept. D.

"IMICO" Shaft No. 4 Proves Big Producer Best Quality Diaphragm Mica

Send for Samples and Special Quotations Effective Now

IMICO INDIA RUBY MICA DIAPHRACMS INTERNATIONAL MICA COMPAN YOKOHAMA, JAPAN CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

"IMICO" AND "SERVICE" ARE SYNONYMOUS

One IMICO jobber states "We thank you for enabling us to secure the representation for the ---- (a prominent Tone Arm).

A Tone Arm manufacturer and IMICO consumer- Thru your efforts on our behalf, it has been possible to secure the Artophone Co., St. Louis, to represent our product."

IF YOU CANNOT BE A CONSUMER YOU CAN BE A JOBBER—WRITE FOR PROPOSITION YOU ARE A MANUFACTURER AND NOT AN IMICO CONSUMER, EVENTUALLY

MIDWEST OFFICES AND WAREHOUSE 106-110 W. LARE ST., CHICAGO, ILL V T SCHULTZ CLEVELAND, OHIO RAYSOLO SALES CO.

LANCASTER, PA.

ARTHUR BRAND & COMPANY CINCINNATI, OHIO WALTER S. GRAI SAN ERANCISCO, CAL. DAVENPORT PHONOGRAPH & ACCESSORY CO. DAVENPORT, IOWA

ARTOPHONE COMPANY ST. LOUIS, MO STEINOLY COMPANY KANSAS CITY, MO. PROVIDENCE PRONOGRAPH SUPPLY CO. PROVIDENCE, R. I.

OKEH WINDOW DISPLAY SERVICE

New Service Introduced by General Phonograph Corp. Meeting With Success-Each Display Card Features One Record Only-New Service Based on Drawings by Prominent Cartoonists

The General Photograph Corp., New York, naminatures of Okch records has namper to b a new window display service for the use of its dealers which is unique in many respects. The compary has called into its service i simpler of theoking at his window, and, forter star, the at

at a considerable distance. The effect by he so arrange has both any size while a and with cach set is sert a diagram with instruct his as to how they can be arranged to facilities of others.

Although the first of these new Esplay collhas seen out but a rew weeks dealers are said ing in enthropastic regists of the affection the cards are affracting. One New York Beiler who placed the cards in L.S. window is not the conparty southers presonally to red the sales exect agas that the crowds was bloom, the firsts

traction was partera them in decoil making in acding sale, place Le states and the v 12 1 11 + 11 5 11 5 11 5 4 * [1] s.5

Diersky the new Action dos aspino - return the Charles or Commenter parlamed as

"he the past it be been the mya at 'corre ten o the hade begin The with the displace of ions a general profonial

appeal. Were one coulds sepended for the late. value pri dipally up a the list of second sursted there is competitive consisting. The extension ces could use their advantageors counts where they were new according by a complete little records up stock. This could not have a vipartialar record at a partial in the with the co trade was strongly procedure for most with any and showing records which may have proved pair seices in their committees as a real Chicagory or trace it possels for the discrete are other make a chapter, splay, us a latter cards has To can as them as sugh in to all the effect. The old files of the base drap that

de la latera de la financia de la compania del la compania de la compania de la compania del la compania de la compania del la compania de la compania del compania de la compania de la compania del compania del compania de la compania del compania del compania tack fort is a group of some cards, such des-

The an their digina sures will diput cate by a car positive pectages that doubt make side to the area of gette per cure from more's mile acres as an Ellipsecha of a stort one sees in te war or merit if and the boat there while year play will be based on the offer that the fate particle in the entertainment, and the Links is to large So the Ok. Display. for 1922 will be the act that have interest and a single the corner card replace will city and he are a record point operation on a mile the their south that the above is see like their great that every my will stop and look at it. It has been been problem that a carbon will the there is the respectory of their the length cot of thousand and we are gone to utility this principle. Oke's displace to the inducer month on style, because of the provided outside of our remapaper wiver the while a acre of the rather with thro hent because one will not only become allowed the country will to the atach of more was aper can-1000



Okeh Window Display Service Conceived Along New Lines

promainst carbon at as who have to discol-Fumoreus illustrations of Okeli record titles These drawners have been used as the basis to t the una window doplay cards and the tries not only altractive and entere bug from all at tistic standpoint but are province districts studielatits of real value

La hor the mostly aspace will consist of sever separate cart is a thin prosting Tix blanches and one card in soung 14x22 menes. All or the cards will be practice in seven colors and, successor, teature hat one record, the hittering section therein are to be read easily

PHONOSTOP

5th Successful Year

ACCURATE—DURABLE

Reasonable Price Nickel or Gold Universal Standard

Guaranteed Fully

NEED-A-CLIP

NEW FIBRE NEEDLE CLIPPER

Retails at

Popular Price

A Superior Tool

Guaranteed

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.

MAY SEAL PARCEL POST PACKAGES

Believe That New Post Office Ruling Will Help Department as Well as Business Men

Westernamov, D. C. Janstey C. Sealed pick at a max now to ward through the made to par compass under more, was which have been les to disposition at the Foot Office Depart near thances have a minimum the Postal Laws of Readar us line a mathering ditions nuler which place a property has mater may la copte life a pile goat the fenctions rates of just e, as the recognition of at the properties there if the collection is in the party of the party ones to included mail and the past increase

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The providings of soaling proving sat packages will be appreciated by business nice in many lie - when it will present of in the careful parions. Bears in to bierable the nordanenwas to apply four by the firt, and a not or the Post Office Department's compare for herto proceed on the part of marlers

Some Practical Merchandising Suggestions for the Talking Machine Trade By Russell R. Voorhees

COLOR AS A SALES INFLUENCE

A dealer in talking machines noticed how some people preferred one color to another and found that color exerts a psychological of fect on people

His store was arranged so that several booths for the playing of records were located across the rear of the store. He had each of these booths decorated in a different color, taking care that everything was in harmony and that the color used predominated in everything in the room

When a customer entered the store to hear a record he would be invited to step into one of the rooms at the rear of the store. The choice of the rooms was left to the customers and iwas noticed that in most instances they showed certain preferences

It was found that this simple little idea helped the clerks make sales. The color exerted its psychological influence on the customer, and since they picked out the room they liked that were naturally put in a happy frame of mind, just the frame necessary to make a successful sale

HOOKING UP WINDOW WITH ADS

A talking machine dealer who always made it a point to display in his windows the same goods that he advertised in the newspapers recently worked out a little idea that enabled him to tie up the newspaper advertisements to of other valuable information. his window and make each more valuable

He noticed that many people would pay his window a visit to see what a certain talking martine looked like which he had advertised that day, but with other materiments in the vindow it was not always easy to tell which one was advertised. In order to overcome this he would paste a copy of the advertisement on his window just as soon as it appeared and then from the back of the advertisement he would run a red baby ribbon to the machine mentioned in the advertisement. In that way it became an easy matter to locate the machine that was mentioned in his publicity. He found that it also ned up the two forms of advertising and made each much more prodanctive.

A SUPER MAILING LIST

A mailing list is considered an asset to any husiness, but a retailer of talking machines tecently proved that a super mailing lot is worth

He had a mailing list to begin with, but telt that I be had more information than this list gave him he could make better use of it. So he secured a small pad for hunself and for each of his clerks, and as they learned anything about any of their customers they would jet it down on the paid. Later this information would be transterred to the proper card in the mailing list.

After a time this retailer had what he called a super mailing list that fold the likes and dislikes of his customers, what sort of a machine they had, what kind they would like to have, their special bling for certain records and lots

His direct-by-mail advertising was then done with much more system and much less waste. He would exculmize with special mail matter only those people who were interested at ten specialities and they din note practical all waste. It took a little nor work to get this super making but in shape, but it more than paid for the extra fromide

A RAINBOW DISPLAY

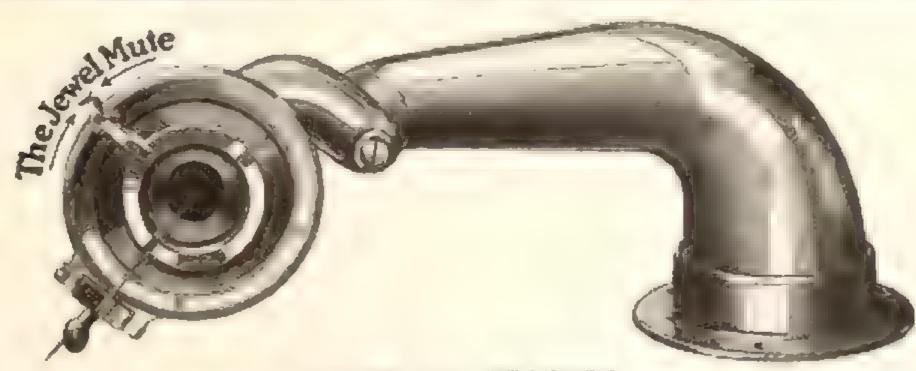
The old idea of a post of gold at the end of the rambow was recently made use of by a talkmy machine dealer, but in his case the pot of gold became a pot of happiness. He rigged up an imitation camboy out of card over he until on a wooden frame and covered with crepe paper of various colors. This rainbow was put diagonally into the window with one end at the front top corner and the other end at the rear back corner. In that way it was easily seen by all who came near the store.

The floor of the window was covered with the same variculored crope paper that was used to make the rainbow, and the display of talking machines put in about the same way as in the usual case

A large sign was suspended in the center of the window with the following message, "Find Your Pot of Happiness at the End of the Ranbow." And then at the end of the rainbow stood one of the choicest instruments that this dealer carried. The riot of color that was used in trimming this window made it one of the most attractive that this dealer ever used

CLOVER DAYS AS SALES STIMULANT

A talking machine retailer who believed in having sales events from time to time, at which (Continued on page 50)



FEATURES

ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. face sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS No. 2 Round Tone Arm and Reproducer



T/ NOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 81/2-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or diaphragm.

THE JEWEL MUTE

NONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber-Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago

PRACTICAL MERCHANDISING IDEAS

(Continued from fale 49)

time be would make worth-while inducements to get people to buy instruments, decided to hook all of these events together with a name, So he called them "Clover Days" and used the thrase "Good Lines for Exerationly" with it

In trimming his window for these events he world make liberal use of artificial clovers for decorative purposes and would use green crepe paper to match for the Roor of his window. In the center of the window and suspended from the ceiling he would have a large sign worded as follows to over Days-Good Luck for Lyctybody". And any price tickets that he used in the displays would always carry the catch parase "Good Luck for I very body" as well as the name of the event, "Clover Days," And all of these price cards as well as the large card in the center of the window were danc in a feet ink on a dark background to carry out the color scheme

M'CORMACK CONCERT BOOSTS SALES

Appearance of Victor Artist in Newark Stimulates Record Sales

NEW YER, N. J., Johnsony 5 -- The appearance of John McCormack, Victor artist, at a concert in the First Regiment Armory here last week was teatured by Victor dealers throughout the city, resulting in a greatly increased demand for records by this famous artist.

The talleng machine department of Hahne & Contentured the appoarance of McCormack by some special Victor advertising, which was productive of good results, and other concerns placed pictures of the artist in their windows and in conspicuous places in their establishments, Dealers helped in the distribution of tickets, which were woon disposed of,

PHIL RAVIS HAS A PAIR OF KINGS

Phil Rayis, president of the Prerless Album Co., New York, has been receiving the congratulations of his friends upon the arrival at the kavis household in New York of a baby boy This heir to the Rasis fortunes arrived on December 18, and Mr Ravis is now the proud father of a "pair of kings". We understand that the new baby is taking a keen interest in the talking machine industry, particularly in his a' ility to compete with youll records of exceptional volume

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS TONE ARMS REPRODUCERS

CASTINGS Grey Iron

TURNTABLES MOTOR FRAMES TUNE ARMS and Brass for HORNS and THROATS

Stylus Bars Screw Machine Parts Talking Machine Hardware

Direct Quantity Importations On

JEWEL and STEEL (Ruth or Packed) PHONOGRAPH NEEDLES GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg. 51 East 42nd Street, New York Tel. Vanderbilt 5462 Murray Hill 800

WIDDICOMB CATALOG WORK OF ART

New Catalog Issued by Widdicomb Furniture Co Noteworthy for Its Quality and Sales Value--Illustrations Exceptionally Attractive-Introductory Traces Company's Progress in Talking Machine Industry

GRAND RAPIOS, MICH., January 8 .- The Widdicomb furniture to, of this city, manufacturer ut Widdicomb phonographs, has just issued a new catalog that is in roll accord with the prestige of this well-known line of instruments. It is complete in every detail, and Widdicomb dealers who have received advance copies are delighted with its sales value and typographical excellence

The various models in the Widdicomb line are presented through the medium of handsome photographic designs featuring the instrument in an atmosphere of rennement and beauty. The majority of these illustrations have been used in Widdiconds advertising, and among the instruments that are featured are the Chippendale Model 4; Chippendale, Model 7, Adam, Model 12, Queen Aime, Model 6, Queen Anne, Model 3, Sheratou, Model 8; Adam, Model 2, Sheraton, Model 5; Farly American, Model 1; Early American, Model 9, and Adam. Model 10. Bach model is featured on a full page, and butef descriptions accompany the photograph, these descriptions giving the dimensions, the equipment and the woods in which the instrument is furmished

The last page of the catalog gives a brief resume of the individual characteristics of Widdicomb phonographs including a few paragraphs relative to the calonet, motor, filing system, horn amphilier, tone arm, reproducer and tone control.

The introduction of this catalog is entitled "Widdleomic, the aristocrat of phonographs-its twofold appeal suggests a new standard in phonograph value." This introduction, which sets forth the aims and ideals of the Widdicomb. reads in part as follows:

"The Widdicomb phonograph is not alone a musical instrument of superior type-lit is an article of fine turniture, which can bitingly take its place in the most perfectly appointed room. The story of the development of the beautiful Widdicomb designs of to-day forms an interesting and romantic chapter in phonographic history.

"In the proncer days of the phonograph little beed was given to beauty of design and cabinet work. In the effort to perfect musical reproduction appearance was more or less first sight of The Widdicomb Furniture to was the first to sense the possibilities of a new idea in phonograph constructions why not combine periection as a reproducer with artistic design and timish commensurate with the prominence of the phonograph in the home? Fir fifty six years it has been a recognized leader as a fashioner of beautiful furniture. Its exclusive creations in period design set the standard for fine calimet work. With this broad experience of the popalar taste for period furniture it visualized the appeal of a photograph of similar master crafts-

"From that Euginning came the exquisite Widdicomb period phonographs of to-day, distinguished by the same artistic skill and master craftsmanship that has always marked Widdicomb furniture creations. Paithful interpretations of the best designs of the old masters of woodworking, they have an added touch of care charm and individuality that is distinctively Widdiconsb. Built in the most popular period designs - Chippendale, Sheraton, Adam, Queen Anne and Early American art «Widdicomb phonographs are reproduced in a variety of styles and finishes to suit any decorative plan and to blend harmoniously and unobtrusively with the furnishings of the most tastefully appointed room. The first unpreasion that comes to anyone seeing the Widdicomb for the arst time is that it really 'belongs' in the home that it is a fitting part of the finished scheme of decoration. commanding only its own share of attention as an article of infiniture

"At the same time that the beautiful capinet work and designs which distinguish Widdicomb phonographs were being developed phonograph experts were quartly at work perfecting a musical reproducer in keeping with Widdicomb ideals for the new phonograph. After two years of exhaustive research they perfected the Widdicomb amplifying tone chamber, an exclusive feature which is to-day recognized as marking a new era in musical reproduction. Its twofold appeal to every person who appreciates good taste and beautiful furniture has deservedly earned for it the title—the aristocrat of phonographs"

The Widdicomb Furniture Co is entitled to congratulations on the appearance of this volume

VALUE OF CHANGE OF ARGUMENT

The difficulty of the small boy in learning to spell because the teacher changed the words every day is nothing to the difficulty of becoming a salesman and neceting new arguments every day But one way or another the hov generally learns to spell and there is no doubt about it, change of argument is what makes the salesman.



Begin the Year 1922

with a

Clean, Complete Stock

of H. W.

- (a) Stock Record Envelopes
- (b) String Button Delivery Bags
- © Supplement Envelopes
 - (a) 150 lb. Green Sulphite and 110 lb. Kraft.
 - (b) Brown Grey and H. W. Special Blue.

(c) Blue-Pink-Green-White 51 2x716.

Samples and Prices will be Sent on Request

HALSTED WILLIAMS CORPORATION

815 Monroe Street

Brooklyn, New York



GENERAL PHONOGRAPH CORPORATION

OTIO HEINEMAN, President

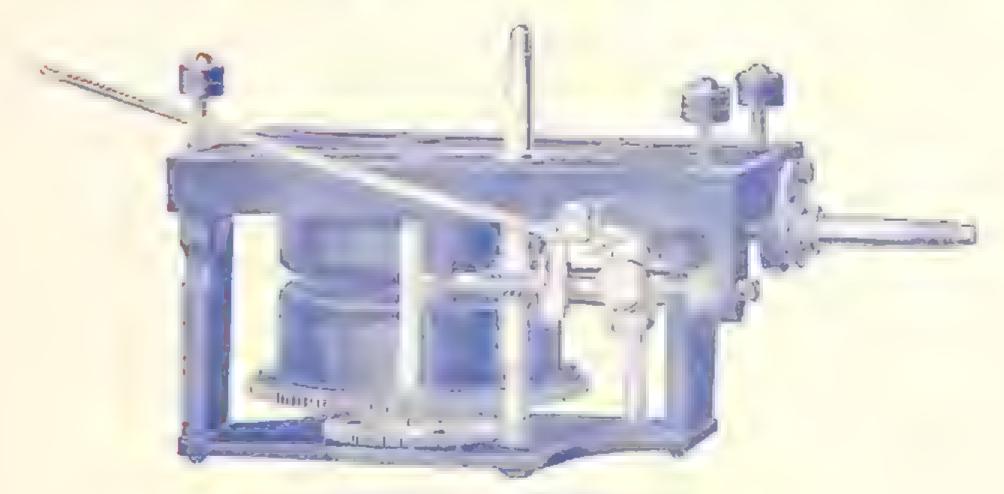
25 West 45th Street New York City, N. Y.



1922

The Year of Console Phonographs

Only Quality Will Sell!



HEINEMAN MOTOR No. 44

Plays through five twelve-inch or seven ten-inch records with unvarying speed with one winding.

PUT

HEINEMAN QUALITY MOTORS IN CONSOLE PHONOGRAPHS

AND

YOU WILL HAVE SATISFIED CUSTOMERS!



GENERAL PHONOGRAPH CORPORATION

OTTO HINEMAN, President

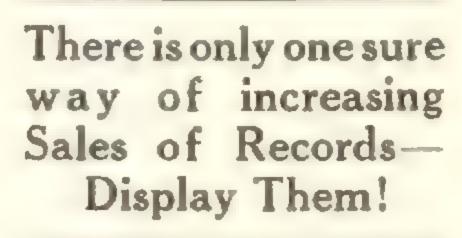
25 West 45th Street New York City, N. Y.



4 New Models to Help Increase Your Sales

Our 1922 Catalogue with greatly reduced prices is NOW ready!

Ask Your Jobber



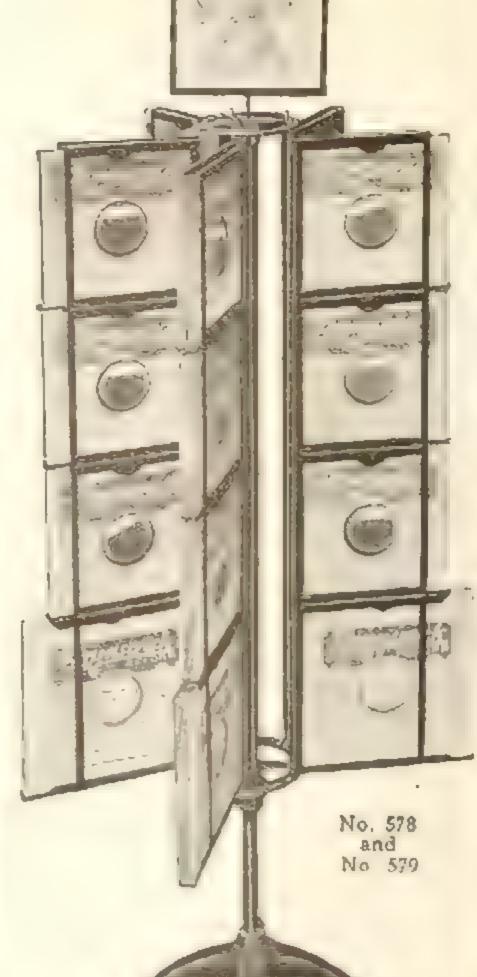
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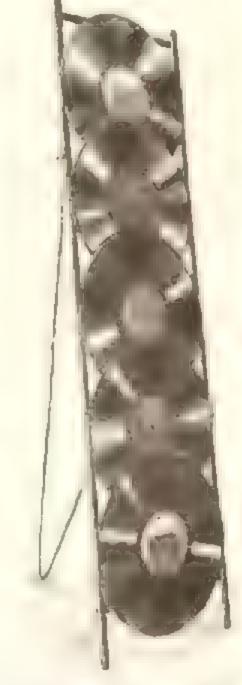
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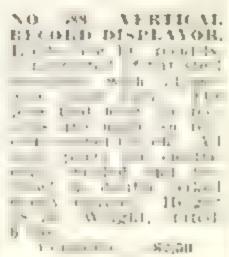
COSTS AND ASSESSED BY THE COST OF THE COST

1 - 11 - 1

\$15.00



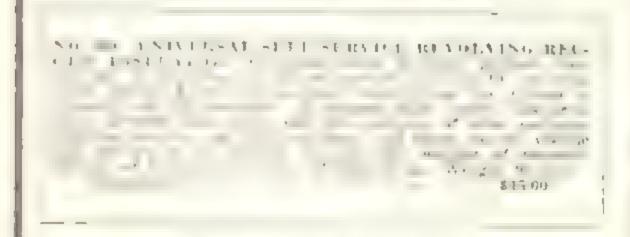






A New Idea for Window Display

Constraint \$6.00



No. 536

White the transport for ber or direct to

UNIVERSAL FIXTURE CORPORATION

153 West 23rd Street

New York



(NO. I)

Hear Bill

In your last letter you complain about the number of repossessions which you have been compelled to make and bad accounts and collection difficulties. Perhaps I can best help you out of your trouble by explaining some of the methods which we use in our store and which have proved very successful in untigating this evil to a certain degree.

In the first place, from the trend of your gloomy epistle I surmise that your sales staff takes extreme prole in the fact that a enstoner usually goes out of your store after having purchaser a far more expensive machine than she had planned on, and this, I believe, is the root of your trouble

I have found from long experience that when the average person enters a store to buy a machine she has, as a rule, made a close approximation of the anount of money which she can spend, but all too often a clever salesman has succeeded in foisting upon her a far more expensive instrument than she could afford to buy The result of this is that the family purse is strained to the limit to meet the weekly or monthly payments. The customer becomes itregular and in many distances disconraged, and if there is any huancial difficulty in the home the payments stop altogether and the dealer is forced to repussess the machine, entailing, of course, the loss of a sak and a customer, since it is obvious that a person who has no machine will need no records. Of greater importance, however, is the fact that should this customer again reach an easy financial footing she most assuredly will not come to the establishment which has found it necessary to go so far as to repossess her machine, because she will feel humiliated.

When a customer enters our store we make it our business to try and discover how large an obligation this prospect can assume with safety For example, if our prospect is a carpenter with a large family we know just about what his meonte is and approximately how much he can afford to spend for a talking machine. We do not try to sell him the more expensive nachine which we would naturally try to sell to a physician or an architect. On the contrary, if his mind is set on purchasing an instrument which is out of all proportion to less ability to pay and he has no other income besides his earnings as a carpenter we would rather sell lam a chraper machine and be fairly sure that it will that sold and the payments will be met promptly

On the other band if a prospect entries the store and desires an inexpensive no deliand we find that he is financially able to perchase a better one we do everything in our power to sell but the more expensive model.

Skilful questioning on the part of the salesman will gain the desired information without giving offense to the customer and is the end everyone concerned will be better off. If this method is followed the customer will not only be able to nicet his payments promptly, but he will be free from the worry of having spent money for some thing which he could not afford, and instead of losing bin the house will enjoy his steady put ronage.

Always your friend,

Jin

A. Quintmeyer has taken on an exclusive line of Brunswick talking machines for representation at Columbus, Wis

NEW COLUMBIA ARTIST

Al Herman Signs Contract to Record Exclusively for Columbia Co.

The Columbia Graphophone to anaremed recently that Al Herman, well-known musical comedy and vanderile star, had been agreed as an exchange Columbia artist. The first records by Mr. Herman will be included in the February list.

All Iferman is popular among theatre goets throughout the country, as for many years be was a headliner on the Kerl, circuit and for several seasons was the star comedian in the threenwich Village Follies." He recently signed a contract to four the country on the Kerl circuit as a headline act.

PLAN FOURTH PRAGUE FAIR

An Opportunity for American Exporters of Musical Instruments to Establish European Agencies, Says Department of Commerce

Washiston, D. C. January 4. The Fourth International Sample Fair will be held in Prague, Czecho Slovakia, from March 12 to 19, 1922, according to information just made public by the Department of Commerce here. One of the teatures of the event will be exhibits of all kinds of musical instruments.

Commerce Reports the publication of the Department of Commerce, in connection with the event states: "This fair undoubtedly offers a good opportunity for American exporters to establish their agencies for central Europe and to meet the keen demand for various products."

TO DISPLAY THE UDELL LINE

Full Line of Udell Record and Roll Cabinets to Be Shown at Grand Rapids Market

fire Udell Works, Indianapoles, Ind., manufacturers of talking machine record and player roll calificits, amounces that the complete inner Udell dependable cabinets will be on displaying Grand Rapids on the second floor of the kingman Building at the January market. In preparation for the exhibit the company has prepared a snappy little eard with black background and yellow lettering reading. "Udell 'em, I'dell' hou've got the line."

HACKETT SAILS FOR ITALY

Columbia Artist to Fill Important Role with La Scala Opera in Milan

Charles Hackett, American tenur of the Metropolitan Opera Co., and exclusive Columbia artist, sailed recently for Milan to inhill an engagement with Arthur Toscamus as chief light tenor of the Scala opera. After the close of the Scala opera, Mr. Hackett cors to Paris to sing at the Opera Comique. This is said to be the first time that an American tenor has ever ones at this famous opera house.

VICTOR FOREIGN SUPPLEMENTS

The Victor Talking Machine Co., of Camden N. J., has distributed its January foreign record supplements to jobbers throughout the country. These are written in the following languages. Greek, German, Hebrew, Italian, Mexican, Norwegian, Portuguese and Polish.

TO HANDLE BRUNSWICK LINE

The J. I. Monroe Co., Williamsport, Pa., recently opened an exclusive Brunswick shop in that city, with a full equipment of booths and other furnishings.

The Victor Talking Machine Co, of Camden, N. J., will pay its regular quarterly dividend for the three months ending December 31 of \$1.75 a share on preferred stock and \$10 a share on common stock January 15.

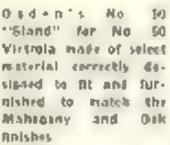
Ogden's Original Stands

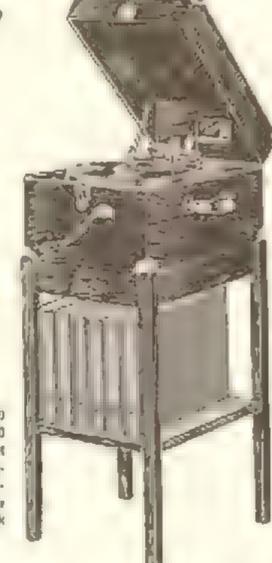
For Portable Victrolas No. 50-IV & VI

SELL with Profit and Satisfaction

Mr. Or dee Daw Lasertook the mult buser—History resents their the most because Victoria gove of locay is the acod prospect of theoretow for a large one and consentity a Remod Report Start a companie now for the arm or terms for the Small Victoria and watch the Sig Machine and fireund Sales "Josep"

A "UNII"
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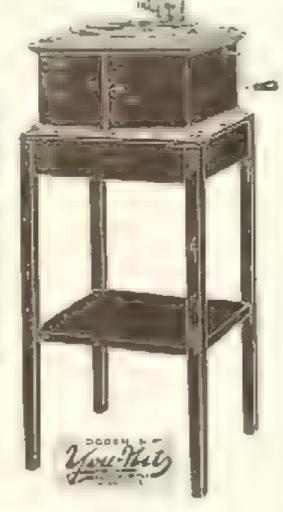


Costs You Only \$6.50 Delivered

tion't may more for an imitation. If your subter does not carry there so thank erger densat

Ogden's Atends Nos-IV and VI for Victroins IV and VI are norm fearnes made to fit exactly those somerate models

Oah Nos IV and VI.
cach \$3.50—Makepany
Finish No VI. \$3.51
Solid Makepany No
VI. \$4.25 Packed 2
In a cartee Utility
Top—Converts a stand
Into a Service Table
for all models; each.





Utility or Service Tables

Converent for Many Purposes?

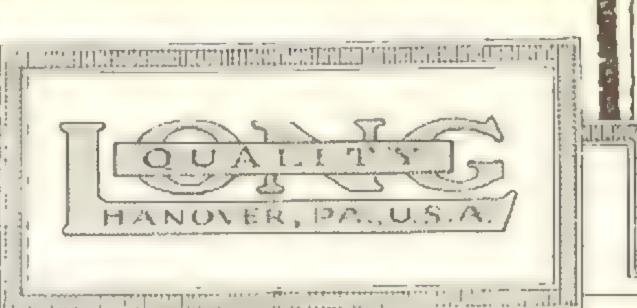
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cTobles Nas. VIII and I'lla Display and self with those Victoria) aradicably)

floden You hat Stands and Tables are seconditionally quaraniesd. If you have not already received an collation stand on approval get one from your jettler and compare it with flogen's enginal stands.

Write for our Catalog of Filing Cabinets and Stands

Ogden Sectional Cabinet Co., Inc.



LONG CONSOLES LEAD THE FIELD

When we introduced our "CON-SOLES" the early part of the year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES are recognized leaders in the Cabinet field, and for 1922 we are planning to give the dealers enhanced service and cooperation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

Write for Our Catalog

The Geo. A. Long
Cabinet Company
HANOVER, PA.



Style 600 Sheraton



Style 601 Colonial



Style 602 Louis XV



Style 603 Chippendale



Style 604 Hepplewhite

PLANS OF PRINCESS WATAHWASO

Popular Victor Artist, Under Management of Miss Cloud, Being Booked for 1922 to Give Recitals for Distributors and Dealers

Princess Watahwa-o, whose Victor records have brong it a knowledge of Indian fide fore and sent into the homes of the people throughout the country, is now arranging in r hookings. for the season of P22. Princess Watarwayo is order the management of Miss M. A. Cloud, , kier, that a link through top former concerns with the Pathin Page to, by Antona Landers Person H. Dir. ing the past year the Princes has acquared in a free number of rous - in dealer warre-inand other case so place been to small, in marby ercert he's. Her program consists of Indian Lance, where and a conds which turned the that is not rest by entertainment and my anabis. real and the late of the second seconds.

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TWENTY-FIVE DISTRIBUTORS

Situated at Strategic Points in This Country and Canada Will Handle the Brillantone Co.'s Needle Line-Means Efficiency

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OPENS NEW BRUNSWICK SHOP

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The Like disk to of Quines Masses

STARR CO. ADDS IMPORTANT AGENCY

Fenton Cleaning & Dyeing Co., of Community, O., Becomes Starr Phonograph and Gennet Record Agent—Operates Sixty Oblics.

The service of the se

MAXWELL ADDRESSES LEGION POST

Vice president of Thos. A. Eduson, Inc., Ponets Out Future of Ad-Men's Post

At the first process of the Year Year Ad-Men's Post of the Annels of the process for a horomal Addition Maxwell of the process for a horomal the Annels in Legent Helptone of the Annels in Legent Helptone of the process hours of the Annels forces a function of the Annels forces and Annels of the process for a surface with high section as the highest the Shapeng the arbitraries of the forces as insulated for the Legent appoint of the Annels in protection of the for the Legent appoint of the forces of the Legent appoint of the Annels in protection of the for the Legent appoint of the annels of the Legent appoint of the annels of the Legent appoint of the annels of the

NEW YORK CONCERN INCORPORATES

Well crisons. In this case Windows. In r. Mr. Lean principles and for the laws of New York state for the gine is the laws of New York with fine and motion posteres, well in a critic in poster 1.1 of \$25,000. In one parallels are I. F. Wellism on, G. A. O'Keefe and E. M. 1 mln.

IT IS YOURS FOR THE ASKING

If you will mail us the coupon below we will send you without obligation or cost a sample Mutual Tone Arm and Reproducer.

We strictly confine ourselves to manufacturing only these two products in large quantities. We pride ourselves on this fact for the reason that we can turn out a superior product of unexcelled workmanship,

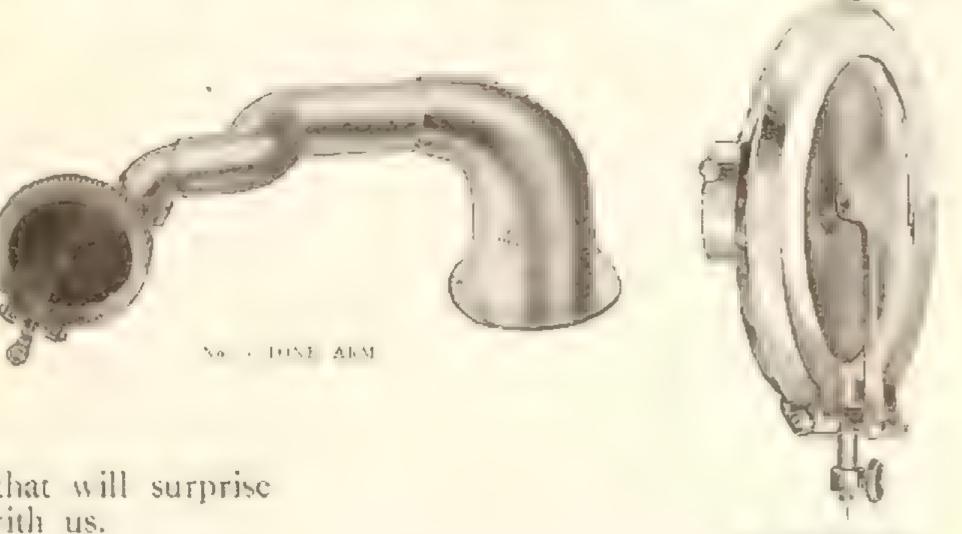
style and quality at a price that will surprise those who first do business with us.

The sample we send you is picked at random from stock—not finished and tinkered to inveigle an order from you in which you will be disappointed.

We want your confidence and will give you a guarantee for one year on every Mutual Tone Arm and Reproducer you order from us.

Mutual Phono Parts Manufacturing Corp.

151 Lafayette Street New York City



Clip and mail the coupon to-day.~

No. 5 REPRODUCER

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FILM STAR USES SONORA PORTABLE

Mabel Normand Insists on Using Sonora Portable in Film Scene-Yahr & Lange Feature Star's Preference in Forcetal Advertising

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GIVES HIS FAREWELL CONCERT

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Business-Building Help

"Service" is the most overworked word in the American vocabulary. We are not using it any more. We have no Service Department.

That does not mean that we are not doing all we can to help our Dealers build their business to a higher plane, for that is exactly what we are aiming to do.

Our entire organization is made up of folks who have had years of experience in the retail trade—vour problems have also been our problems we want to help.

C. C. MELLOR COMPANY

Lictor Wholesalers

1152 Penn Ave. PITTSBI RGH, PA.

E. B. LYONS VISITS NEW YORK TRADE

General Manager of Eclipse Musical Co. Calls Upon Eastern Trade—Speaks Optimistically of Business Conditions in His Territory

Edward B. Evons, general manager of the folipse Moneal Co., Cacvoland, O., Victor whole sacri, was a visitor to New York this week, calling upon one or his many mends in the trade Mr. Evons, accompanied by his family, spent the Christmas holidays at the home of Mrs. Lyons' nations in Baltimore, and while East he took advantage of the opportunity to visit the Victor factory and to call upon some of his old friends in Philadelphia.

Discussing general business conditions, Mr. I.coms and that there seemed to be an undersurrent of optimism that would undoubtedly be othered in a substantial and healthy industrial activity during 1922. Victor dealers as a whole closed an execulent helical trade, and the majority of the dealers reported that December busing a way with in a cance of 1920. Mr. Lyons has mereased the personnel of his sales and service organization, and his company is mappend of shape to co-operate with its chartele during to compare with its chartele during the committee.

CLARA BUTT TO VISIT AMERICA

Famous English Contralto to Make Reappearance After Eight Years' Absence-Columbia Artist

Cara But the celebrated English contralto who has non-buring Australia, will soon visit the United States is ording to reports from the other side. It has been some eight years since he was heard in this country, but her fleater consert theirs are well remembered and the will certainly receive a very hearty welcome from an army of admirers. In this connection the Columbia Graphophone Collifor whom Dame But makes records, is announcing ten of the yers papalar numbers which are in Clara Butt's repetitors "The Falty Pipers," "My Treasure," "The Sweetest Flower That Blows," "The Rosary," "Kathleen Mayourneen," "Ye Banks and Brace of Ronnie Doon," "Till I Wake," "The Lot Clord," "Land of Hope and Gory," "Abrile With Me "

NUART PHONOGRAPH CO. ORGANIZED

Winners, Pa., January 3—The Nuart Phonograph Co. a new concern which has obtained temporary questers in the Grand Central Hotel building is actively at work assembling machines here. The officers of the company are: C. C. Ishman, president: I. I. Whithker, secretary and R. H. Harding treasurer W. T. Lydick, of Johnstown, is sales manager and purchasing agent Local Josefiess man are directors and stock-latter.

Carence F. Powers has taken over the control of the business formerly known as McCauley & Powers, exclusive Victor dealers in Adel, Ia.

TRADERS LOOK TO LATIN-AMERICA

International Commission Discusses Program— Will Give Attention to Exchange Conditions as Affecting American Markets

Washiston, D. C., January 5—An elaborate program for the development of closer trade relations between the United States and the countries of Latin America was outlined and discussed at the initial meeting recently of the reorganized International High Commission. The principal economic and Luancial problems confronting this bein sphere were discussed at the inceting for inture solution.

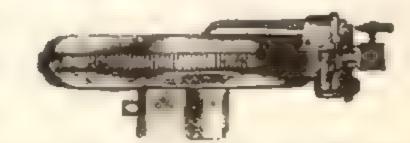
New policies to govern the activities of the International High Commission in the furtherance of trade development between the United States and the Central and South American countries were discussed at the meeting. This phase of the Commission's work will be settled definitely before the actual problems to be solved are taken up

The Commission according to the tentative program already worked out, will give immediate attention to the question of exchange as affecting trade operations in the American markets. Present exchange conditions are admitted to be adverse to proper trade growth and plans will be devised, at possible to restore exchange operations upon a more stable basis.

Simultaneously with the Washington conference, meetings were held by other sections of the Huch Commission in the several countries concerned. Reports of each meeting called to discuss the program already outlined and forwarded to each of the American countries will be submitted to the Commission's headquarters here to be taken up at later meetings of the American section.

Further meetings will be seld by the Commission in Jacuary to take up lictures of the actual problems awaiting solution. Secretary Hoover hopes to begin regular periodical sessions of the Commission at the earliest possible date in order that his trace may be lost in bringing relief from handle ips to trade growth now existing.

The Brunswick line of talking machines has been taken on for exclusive representation by the Barnen Music Slop at Ottawa, III. Attractive booth arrangements are being made in this establishment.



bound Boxes to fit Victor and Columbia. Samples, \$300 each

Tone Arm and Sound Box, Per Set \$1.35. We carry in stock parts for all makes machines. Write for our catalog and prices

Pleasing Sound Phonograph Co.

Manufacturers—Jobbers

201 East 113th St., New York City
Jobbing Territory Open

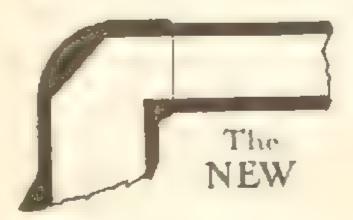
The NEW Scotford Tonearm

and Superior Reproducer

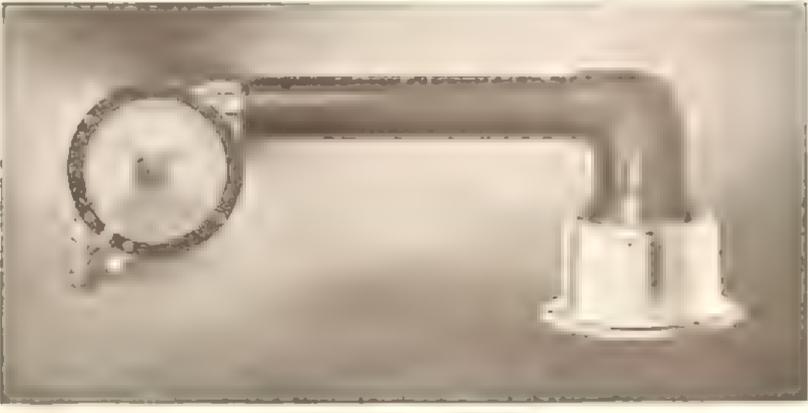


CA new external shape of grace and beautywithout changing the internal design:









STYLE NO 1 FINISH A combination of Nickel or Gold Plate and Black Rubber Japan





BUSINESS WORLD IS SOUND

Say's Garfield National Bank in Its Annual Review of Conditions Just Issued-Substantial Progress Toward Prosperity Apparent

I a \ he hear's letter to its exemples the THE STATE OF THE S and a second part that has been a year or takeng star ever up the arrabage of calling th · to 'r · · · · a 'r roc ling the tayonalite. are elected to the entere pilling inheresto petia your piny II fetter and 1 (1=0)

We offer an organizated standon as I should be a second of 1921 was not as desprimas resistant de de or 1900 indicated and with the electric of the skies it became apporent and the American percentage and team of world while season, was absent a sound. The con-कर राजी है। धना नहीं करती में से राजा के तीर कर रहा 1.27 the total paper metric by the substitution. proceed which has been note by the courtry. as a whole in the others to be stablish prosper to, and several terrices in the bishows line. s are stand out prominently net encouragingly

The countries stock of golf and the strong position of the Four-A Reserve visitin promise ample branch and to all legiterate business, while the proportional through the security markets is a writing cand dependable sum that general inspess conditions are likely to improve Prince collectively have traveled a long way down the real that led up to the peak of 1920. and me sorking a new Jevel, which will probably be materially higher than their pre-war starting pourt. Individual process, however show a con-" ried distremention to travel in company, and as long as one group of prices continues unduly inflated while another group sounds the depths of deflation is clearly revival of business can be expected.

"Various remedies have been proposed to aday rate rone bos, wage remedies, special interest aid remodes but little has local offered to relieve

the moderlying disease most potently a gravating all these ills on creamy. The Arms Linetispen Compression of its proposed maya' lideray, has pointed out the real renady, an assectant's Lolidax

"If Congress would adopt its fare", tax rate wage, special aid account whatever it is "ased on a tensorar selectificated assure us that no those would be outcopiated during that hape, then many of their wars the country would enter still a mile to deprospenie as would within the first near the solution of most or the problems that vex us to day "

CAMPAIGN PRODUCES SALES

Effective Advertising Used by Columbia Dealer on Coast Proves Successful

SAN Diggo U. January S. V. Lamplana who recently opened an attractive establishment in this city, hardling Columbia Gratorolas and Columbia records is nigoting with pleasing success. Mr Tamplam is a keen believes in offective advertising and his advertising campaign melderful to the opening of his new store was caremity planned months aloud or time. For several works prior to the opening Mr. Pamplain need underect publicity of various types, and on one occasion to landed almost a fall page of reading matter which told of his experiences on a long automobile tup

The publicity drive was so well conceived that thirty eight. Gravonolas were sold on the first day, and for the first work the cutter sales totaled sixts-eight machines. The advertising featured the well-known tune or hom plan, where's certain offers were made nor only a Innited time. The idea was a distinct success, and Mr. Tampian is continuing the use or his publicity in the newspapers and other mediums

Condy & Drevious is the name of a new firm the constrainal tax remedies tariff remedies, of talking machine retailers in Sedic Woolley, Wash. The Brunswick one is partired in very. Martinique, the Post Office Department has just attractur gearlers

TO PARTICIPATE IN THRIFT WEEK

Special Publicity Matter Prepared by Trade Service Bureau of Music Industries Chamber of Commerce for the Use of the Trade

Plans have been made to have the men, art of the mesic industry participate active can the acte table of Limit Week, January 17.23 - the Trade Service Bureau of the Mass. Industries Chamber of Commerce has prepared for distrafurtion special mobilets or the suscellet 'Music an Aid to Theift," and has also arranged to supply special desplay earls for use in windows and stores and pablic places generally, together with window streamers and a ferres of seven singlecommit advertisements for the use of the dealer in las own local papers, there being one advertisement for each day with a two column all for the first day, January 17, which is the aniaversary of Benjamin Franklin's brill.

C. H. MURRAY HONORED

C. H. Murray, who until the first of the year was assistant to the posident of the Pathe Lere Phonograph Co., Brooklyn, N. Y., ha-Even betraged by being appointed a Commissoner of Conciliation by the Department of I stoot I is will only or upy a part of Mr. Muzzay's time and does not constitute the new wick which he intense to take up. His future place are as yet un muoniced. As Conauissigner of Concellation Mr. Murray is donating his unhighly services to the topycriment, as the recommense is only \$1 a year.

2*CENT POSTAGE EXTENDED

Wysness os D. C. Lanuary 4 Effective Jan early 1 1922, the donor-tile table of two cents an counce or traction there's well apply to letters rabid in the Unite! Stat sidestried for Argentima, Brazili Costa Rica, I had r Januares and

Insure Your Prosperity for 1922

By Securing an Agency for

Kek Records

Records are the equal of any made. They include the latest vocal hits and dance selections—also classical numbers by artists of world-wide renown.

We keep an ample stock of OKek Records always on hand and can make quick deliveries.

Let us tell you about our Attractive Dealer Proposition for 1922.

STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.

THE DEALER THE MANUFACTURER THE JOBBER and the

TALKING MACHINE WURLD TRADE DIRECTORY

What the Directory Means to the Dealer-

THE TALKING MACHINE WORLD TRADE DIRECTORY will provide the dealer with an authentic, accurate and up-to-date reference guide that can be utilized with safety in the buying of merchandise, and can also be used to furnish full details regarding any product manufactured or distributed in the talking machine industry.

What the Directory Means to: the Manufacturer and Jobber —

THE TALKING MACHINE WORLD TRADE DIRECTORY will enable the manufacturer and jobber to carry a permanent message to the trade throughout the country at a minimum expense.

For the manufacturer of parts, etc., whose market lies in the manufacturing field, THE TALKING MACHINE WORLD TRADE DIRECTORY will be invaluable, because it will be used by every talking machine manufacturer or prospective manufacturer as a standard reference guide in the purchase of equipment. For the manufacturer and jobber of any product merchandised through the dealers, the Directory will represent an ideal, inexpensive advertising medium, as it will be used by every progressive and successful dealer when he is in the market for merchandise.

Advertising space in The The Directory will be longled. We would

Spore pune,

Be sure "
you have ...
returned,
your
data sheet
for listing ...

THE TALKING MACHINE WORLD TRADE DIRECTORY

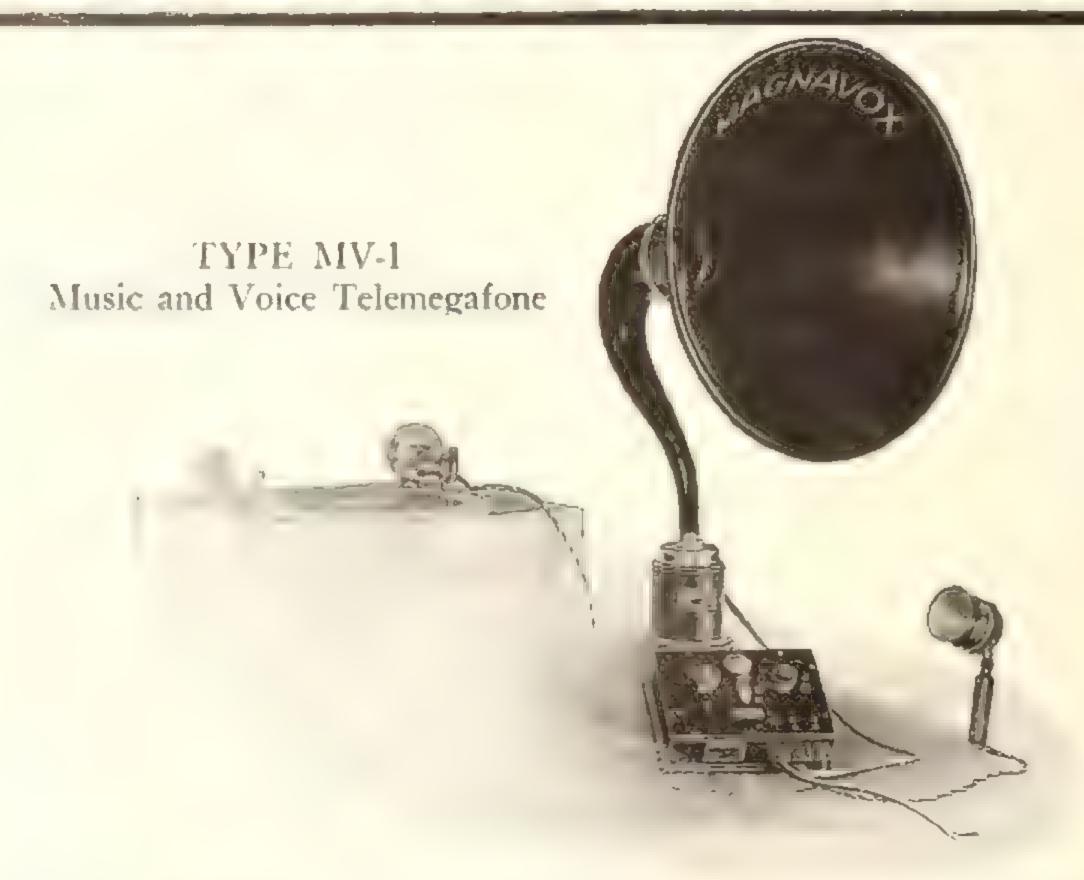
Compiled by

373 Fourth Avenue



New York City

MAGNAWOX



MAGNAVOX INCREASES THE VOLUME OF ANY PHONOGRAPH MAGNAVOX INCREASES THE VOLUME OF YOUR BUSINESS

Because it raises the usefulness of phonographs to a degree never before attained.

CONSIDER it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a

phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

Send for Full Particulars

THE MAGNAVOX COMPANY

General Offices and Factory Oakland, California. New York Office 370 7th Ave., Penn. Term. Bldg.

VOLUME.

OKLAHOMA VICTOR JOBBERS START

Oklahoma Talking Machine Co. Begins the Wholesaling of Victor Products With Headquarters in Oklahoma City-Thuse Active in the Management of the Company

Oxidence Can Okta harmy of the Okta horse talks. Maint to the the Can Victor where safer, for creatization of the second control of the new lessess appears a mond of January 1.

As wated in The Works for a cash of a way company has been measpointed with B. W.



B. W Gratigny

Unations as provient and general manager and It A. Ware will be associated with the compact as sales manager. Mr. Gratiery is well known to the trade in the Social sost as the first presedent of the Social and the Victor Dealers' Association. He was for a voice of scars peneral manager of the Bush & Gerts France, or



P. A. Ware

Pallas Tex, and hat he a large is issue of experience in the distriction of the relation of the season of the was one of the or or season in a large disconnection at the disconnection at the disconnection at the matters of the season at the artists.

P A Ware is well known to the Vetor trade for his connection with the Vetor tin as assistant namager of the traveling department as I later as sales manager for a Victor wholescler in the West. He is recognized as an authority on Victor business.

The new company has stude warehouse and office facilities at 315 East Grand avenue this city, and has already arranged to serve a large number of Oklahoma Victor dealers, beginning distribution with the January records. The contract wholesale beamess.

The Wallace Music Co. of Marion, Ind., one of the oldest music concerns in that territory to cutty established itself to a Processick taken in phonographs and records.

The man who complains on the construction of proves that he cannot organize. Napodeon reversald he had too much on his shoulders.

REASONS FOR OPTIMISM

Supply of Diaphragm Mica

Property Day, Px. James 3 for let the total More to out this cry, his closed a car which has been universally a d. I'm caking of a few last methods are of this company has no which as and to be of exceptional quality. I H. Crabine manager of the company, is optimistic over the company and perfect the findering point.

ART-TONE CO. OPENS STORE

La x or Ky July 3 to according to the structure that stack has been been deposed here by W. I. Ruff and C. W. Saffell at 114 W. -t. Chestnet street Additional safest near will be open dir. Chaoni rate and Indiana, his early in P. Cox., The high which is known as the Art Tene Phone maph. One, a parling the Proporta phone raph of insocial male product. The magnificant are morting with narrows force to the transfer and the same morting with narrows.

MISS HEMPEL HEARD IN RECITAL

Miss Errela Herryck, the destinguished Edison but st. gave her so onl New York record or the sea on in Citreeze Pall on Friday evening, Enciars D. The rima domain was assisted by Coentract V. Bes, in the plane, and Long P. F. itze, flutist.

LOOKS FOR SATISFACTORY YEAR

H. H. Holmer, sales marriaged of the Reminger blace strape Comparison that both the Reminger is in Photocomple Compared the Olympic Discount Comparison between the Compared the result of the neutrino December and products that 1922 will be a total of the land products.

EXPORT AND IMPORT FIGURES

Export and Import Trade in Talking Machine and Records Shows a Very Great Decline for November and the Ten Preceding Montal.

the test of the te

This plan is a termination of the Start of t

November, 1921, were valued at \$145,679, as noncased with \$128,067 in November, 1920. For the electric results ending Nevember, 1921, poords and necessaries were expected valued at \$2,015,467. I 30, \$3,478,736, and in 1919, \$3,311,008.

OPEN NEW STORE IN ELGIN, ILL.

Even to T.D. as if Then III respective period a new to the more with Mrs. If the store is indicate appropriate to the store is indicated appropriate and a complete stork is been installed.

To All Our Friends:

We sincerely hope that the Yuletide Season has been as merry a one for you as it has been for us—and that 1922 will surpass it, due to the speedy return to normalcy.

We feel that you'll be glad to know that we're just finishing one of our most successful years—glad because you helped make it such, through your patronage and co-operation.

For 1922 you have our warmest wishes and all the physical co-operation and help of a much improved organization.

Proudly, we look forward to the continuation of our most pleasant existing relations—but continuation or not, may 1922 be a most prosperous and happy year for you.

Very truly yours,

N. Cohen, Prop.

GREATER NEW YORK NOVELTY CO.

3922 14th Avenue - Brooklyn, N. Y.

Manufacturers of the Wall-Kane Needles



READY FOR MANUFACTURES CENSUS

Work on the 1921 Census of Manufactures to Start Promptly on January 3

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TWENTY LIVE SELLING POINTERS

Talking Machine Dealers and Salesmen Will Find These "Tips" Well Worth While

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INCORPORA FED

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What More Can You Ask

All the features that go to make a talking machine Profitably Salable you will find as regular equipment of Magnola: "Built by Tone Specialists."



Complete description of all these features is to be found in our handsome illustrated

Watching the Music Come Out

catalog, which we should like to send you May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY OTTO SCHULZ President

Ganarel Offices MICHAUKEE AVENUE CHICAGO

Southern Whelesale Branch 1830 CARDLER BLOB ATLANTA, GA

- Service -

Dependable -- Constructive -- Intelligent



Putnam-Page Co. Peoria. Ill.





Make the Most Exacting Test You Wish with a Jewett

Direct comparison is the one best way the public has of judging phonographs, whether for tone quality or beauty of workmanship.

You cannot appreciate Jewett superiority until you have seen and heard the Jewett side by side with other high grade instruments.

Play any piano record on any instrument you choose and then play the same record on the Jewett.

You will say to yourself: "At last I have really heard the piano on a phonograph." It is an amazingly lifelike reproduction, with all the feeling and expression of the living artist.

Try the violin the saxophone the marinibaphone—the banjo the xylophone—by the same test. Hear the instruments that have always been most difficult to reproduce on the phonograph. Play orchestral and brass selections and hear the infinite wealth of detail the Jewett discovers in them notes and instruments you have never been able to pick out before.

We will gladly supply the Jewett for such a demonstration. Let us show you the remarkable values in the Jewett line and give you details of our attractive proposition.

THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 PENOBSCOT BUILDING, DETROIT

Importance of Sincerity and Atmosphere In Relation to Successful Merchandising

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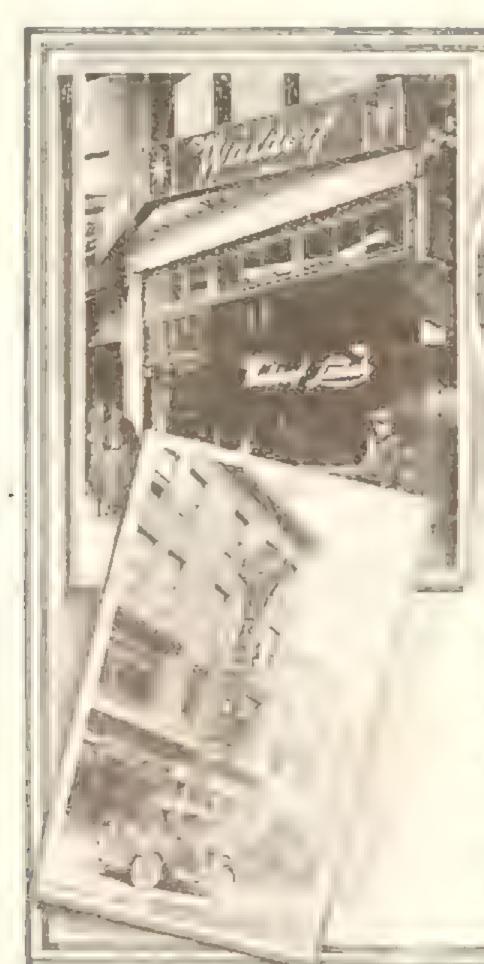
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the creating or rugs or hitchen cubinets or victima council or fountain pens, hosiery, varida to rigurat is or man become notart, anvto be that people want. In solling the masses Mars all E c d & to retognize this as you will see from the following article appearing in Print-11 - 11 -

"In get atmosphere and contrast, Marshall In d & Co. graph prominent display to expensive articles, there's variety space which would sell or elsement greater quartities of popular merchardse. That is aby we displayed in our most rate the word on during the last August tursale a \$7 for ill proon a de coat, that is why we have to taked and seed men's cravats as high as \$10, \$400 fedroun sets, \$4,500 daing-room set stitled mes a \$2 MD painting, \$2,400 and gripps 85% trady-to-wear suits for men. execution plans, i.e. a acres, climal service plates at \$3, 90 a diger. Thigh reason that it a store corres merch added like this the proportion of and its an at a ration between priced articles. In other works Mr. Jones Intes to trade where Mrs. Lake Sor -Dik Sor - d Mrs. Lake Shore-This is this has been she gets merchandise bourbord and talthef some and an every Carlotte pur by d Service"

the pro-e-wire most thoroughly radize the injust needed attachers are these who are offine Lightpures in a final seal there is probably to give the collections where atmosphere the a some ty. To add the spect of the exercised to someon as it is in the music the process of the first transfer way become likely on conversations and community colect the pint of smeetity and cormaking which the Plannes Music Collis daily strivus to attain.

Let is a be a mants in the truest, biggest





FLEXLUME SIGNS

Make One Music Store Stand Out from the Others

The purpose of a Flexlume Electric Sign is to make one store stand out from all the others to give it personality, an atmosphere of substantial quality

which will induce people to come inside and buy. Flexlumes have raised snow-white glass letters on a dark background. The lamps are enclosed in the body of the sign and so arranged that practically all the light is thrown through the openings which form the letters. This means that Flexlumes are day signs as well as might signs canced white letters in the daytime, solid letters of light at night. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Lit is real as a a sketch shoring a felt dome for YOU'll bus was

FLEXLUME SIGN COMPANY

36 KAIL STREET

BUFFALO, N. Y

Flexlumes Electric Signs Made Only by The Flexlume Sign Co.

WILL CELEBRATE ANNIVERSARY

R. H. Morris Nearing Twenty-fifth Anniversary of Connection With Trade

In the early Summer of this year R. H. Morris, president of the American Talking Machine Co, well known Victor distributor of Brooklyn, N. Y. will cochride the twenty tith anniversary of his city into the talking machine industry. Since the late 80's he has been connected with some phase of the Y ctor business and has risen from employe to president of our of the object ast distributing or ganizations of the country. Victor distributing or ganizations of the country. Withough, from his activities. Mr. Morris is quite old as the talking machine field goes, he is still in less early forties—hale, hearty and optimistic.

H. A. BEACH OPTIMISTIC OVER 1922

Vice-president of Unit Construction Co. Tells of Growing Demand for Products-G. A. Lyons' Views on Situation-Many Repeat Orders

PHEADELPHIA, PA, January 3 Harry A Beach, vice president of the Unit Construction to a recently returned from a trap theoretic of New La, had territory. He found conditions very good and dealers doing a big holiday business. All dealers Mr. Beach interviewed appeared very optimistic over conditions for 1922.

The new lights and ventilators for the contonstration rooms ambumized by the limit Construction Collast month have already total mach favor and the shelves for the new Victor No 80 have also been ordered by many dealers.

George A. I vons, Eastern sales manager of the company, reports that the No 50 stands for the portable Victoda are continuing in trong popularity and that initial orders shipped are resulting in repeat orders in many ristances.

The Jones Music Co. of Grand Island, New recently opened a new stone with a complete line of Brunswick machines, panished



The Superior Lid Support

Profession for the state of the

Sample Prepaid, \$0.75 Nickel-\$1,25 Gold



BARNHART BROTHERS & SPINDLER
Montage and Descriptoring CHICADO

JOBBERS EXPRESS APPRECIATION

Sonora Distributors Assn. Presents Geo. E. Brightson, President of Sonora Phonograph Co., With Handsome Traveling Bag-Gift Keenly Appreciated—Personal Letter Sent

As a mark of their appreciation and esteem, the Sonora Distributors Association, comprising Sonora jobbers throughout the country, presented theorige In Brightson, president on the Sonora Phonograph Co, with a hand-some traveling bag. This token of esteem was presented at Christmastinal accompanied by the tollowing letter, written by E. S. White, secretary of the Sonora Distributors Association.

"At this hobiday season, when good will and mand-lop are expressed and slown in a marked digree, this association extends to you its wishes for a Merry Christmas. As a token of the memters' execution is as an expression of their pool will and members in the viscolitan and Marin at another size of the rank for your consistent and her your consistent page,"

Mr. Breshtsen kern a appreciated this main restream a good will by the jolders and expressed his tranks in a single personal fetter that was converted by Mr. White to every job her in the association.

KUNKEL PIANO CO. BUYS QUARTERS

Overside, Mo, Journy 3. The Kirlel Plan. Co. 120 North Laberty street time city, has perclaimed the brilding which it now occupies and the trace-star landing religions, which is now occupied and occupied by the Bub Plano Co. The Kankel Piano Co., in addition to prairie handles the Victor lan of talking part has and record.



THE PERSONAL TOUCH IN SELLING

The Value of a Customer Is Rated by the Number of Repeat Orders—Two Types of Salesmen and Their Methods of Handling Purchasers

It was a gentle to not taked a the that eiter ail to him, lone to be an or extre prat their Repeat only a sect of and and good salvas dealers, to a fire and territoria traspersonal territorias estas per l'international de la contrata del contrata de la contrata de la contrata del contrata de la contrata del contrata de la contrata del contrata de la contrata del c the house and the on torner. A person of co-Esterate control time a commentally a jur have bus been made and white er or bet the fitte takes about and a the territy and a to district spice to district the residence of three paragraph of the 1-1 of to many mistances to success to only as is probably character to the decision and a fore same of taxoute and the process to the patent and competitive in the competition of prespects, to a state to transmit the terms of the transmit of In the mode a said in order to a the total coar potential for the services of the services resented by the sound of a best of table and pare, as emidine the committee the the sales and therefore the track terres much to for performance - inch

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Do You Throw Money way?

It is not a popular pastime—b. still it is unconsciously done by many who just don't know that Repair Parts can be bought for less

RENE MADE SPRINGS AND PARTS ARE BETTER
COST LESS

RENE MFG. CO.

Montvale, N. J.

the account sees that her name is placed on the name has been and that she receives monthly indicate and other publicity matter, and he can interest the devotes some time to the case into not letters which contain a more humble of their matters of draws this customer's attention to according to a swhich be thanks will please her matter any and so the conveys the idea of a long to a not case interested in retaining her morange out to that a new raded maximum courters and service

It take not take a very keen mind or very

to naive is to determine which of these two

to a of salesmen is the most protrable for a

to to take

EDISON PARLOR OPENS IN SAVANNAH

So the true paragraph 4-1 may, exclusive believe retail store to be known as the honsest half or his eer opened here by Mead & Manney I as a the oals talk or machine a tale shinent in the city. We deen experient has been installed to read out and the store is suit to rank with the first a time Small.

It is a good hoolt to chara little bit about general toples before you start the real accordations.

PETITIONED INTO BANKRUPTCY

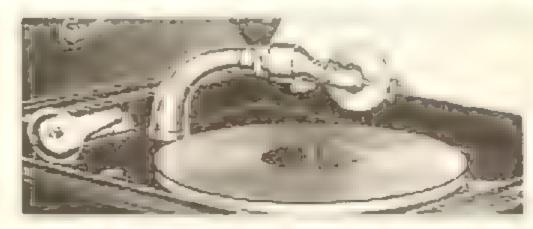
A petition of ankruptcy has been filed against the Phonograph Recording Co., Inc., of 200 West Forty-second street, New York, by the creditors. Judge A. N. Hand has appended Max Reckmore receiver. Elaborities are all of \$5,000 and assets about \$2,000.

FIRE DAMAGES ATLANTA FIRMS

Attanta, Ga, January 3, The stock of the Southern Southern Southern South Co., and the Rawson Upshaw Co., talking machine distributors, and the building housing these concerns were considerably damaged to a recent tire here. The history or ginated on the second thor, where a number of valuable machines were bestroyed and managed the losses of \$15,000 are entirely covered for insurance.

R. H. PHILLIPS' NARROW ESCAPE

HAZAM, Ky., January 3.—R. H. Phillips, manager of a mass horse here bad a natrow competer modeath recently in a 1-4 at the Weils & Frank department store. Mr. Prillips was entering the exit by hamas and be was forced to \$1.5. down a topo to salety.



Showing Reproduces of Jenel Attach tool dignod up to

Lar- all the of prode Operates the same as

Note there is essary when changing from well by vert at our records. Supply resta-

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the erest Attachment in further for flaying control

THE IMPROVED



NOT

Just Another Attachment

BUT

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONO-GRAPH."

If your jobber does not handle, write us.

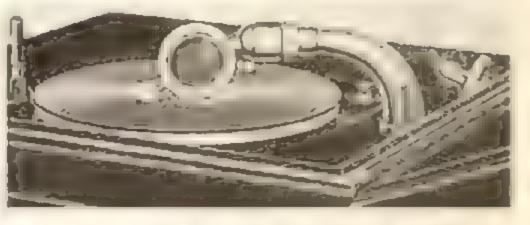
Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATIS-FIED.

We handle highest grade Jewel Point Needles.

JEWEL PHONOPARTS COMPANY



Skowing face view of Jewel Attachment in position for playing lateral cut records.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints maure perfect reproduction and great volume.

Proceed ball-joint insures perfect reproduction and treation of movement both vertically and horizontally

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible

Indestructible NOM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest texci-pment in phrangraphic sound reproduction in years.



Showing back vieto of attachment in pasition for playing lateral cut records

154 W. Whiting St., Chicago

The Six Best Sellers on

OKER Records

No dealer can serve his trade properly without these OKA Records, which are the most popular selections on the market today:

10	460 in. 85c	I WANT MY MAMMY—Fox-trot
4	467	WHEN FRANCIS DANCES WITH ME-Waltz
		BIMINI BAY—Fox-trot, Banjo Solo
	4 6 7	MY SUNNY TENNESSEE—Tenor with Orchestra
		BLUE DANUBE BLUES—Fox-trot
10	in.	THE SHEIK OF ARABY—Fox-trot Ray Miller, Melody King, and His Black and White Melody Boys FOUR HORSEMEN—Fox-trot

OKAL gives you not only the latest and best titles, but our artists and orchestras are recognized as second to none in the musical world.

The wonderfully clear recordings from the OKAL laboratory are receiving constant and enthusiastic praise from both trade and public.



General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 67)

stores, to go to a financia a this property the New Change Part with a web at a sepace of and some and a death of the New England and through the large security with the large the fertile partition to have the tree for The force of a last access to the rest to the street of the stre real street in a ship of the

Encouraging Vocation Report

Manager Mercatley, of the Control of a his a treation that are reported to the contract 8 1 34 (1911 B), 8 14 (2 1 5 (1 - 1)) (1) way takin'n an ear command the wast to finish at New York have to Ma the sack the real liver or sac due to a regard absorber of the may be property of the property of the second the second the second terms of the second terms COLUMN TEXA TO A STORE MY WING THE WAS gap had as just the track and thank read, the e.g. And the contract of the g ad releas were the repates that wire of and prospective costonicts and so a city per s as set dit is apporting of taking advantone of the first within the special termination than sales respired. Mr. Winder, were ner : Now York to enter the ember to exper with the Account officials relative to the pulsey to be personed in 1922, a year that Mr. Whistier " His Will a Ashr off stool 1" "

Steinert's Christmas Party

The war a Chartber sty of the sy, De et. . 22, 11 Be Steneer Verle herbymiters. of he control which was to be to be to be testing of heart it's what Peb Stenert is cold to an a court to shier, to be was relit: to the kind of the dear migremany is a send time. He was a tree as that, it is a little bett of hore emplaces are presented and serious, supervisor of set which need its way into the rockers of his something with the contil or are at the constant of the Rent Placed white and the frager of the admitted fit, who as a divi-



and it is the good time and "Soud" Planty, the There were refreshments, and cancing brought is a selection of the without whose presence as the Christmas festivities to a close, St. Gert and Goodn't Sela Siccress gave some to you are sted to oil. With new tor, you see, the claim has a lost it good falcat. Not to be continue. It is Standard have a very good inpitathe of the off for estriptics amangreat bilants.

Paul Zerrahn With Widener

har the best of 2 car out was a handsome of a surface and truck as I was dancing, and Widerer's, at 23 West street, which was beaumully decorated during the Christmas holidays, has a new manager Paul Zerriba, whose long association with the Emerson Co has made him a conspicuous factor in the talking machine



THE TRADE IN BOSTON AND NEW ENGLAND-(Continued from page 68)

nel! Mr Zerrahn, while we'l the Emerson Co. was in charge or the New England held for three years and was also in the South for v time, where he represented a record line. Mr. Zerrahn comes of a nice Boston bann's and has many triends here. He is making a success to bandling the Gran y machine

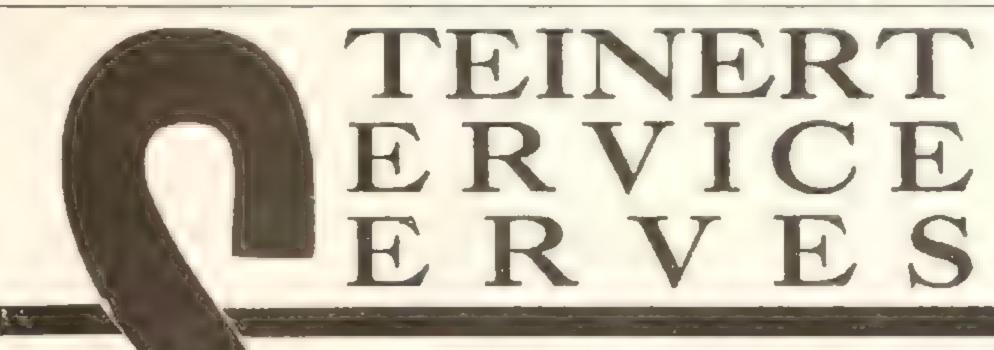
Within the week before Christmas the Winje ner store was entered and out of the safe was taken \$211. The robbery was discovered in the morning. The time indicator showed that the outer door of the store had been opened at 9.22 the hight before, then closed a minute later. opened again at 2.32 a.m., and closed at 2.33. In was the opinion of the police therefore that whoever was responsible for the break entire? at the brst-mentioned time and lest at the latter hour. The person or persons apparently knew something of the combination of the same which was found open.

Grafonola Quarters Rearranged

The Grafonola Co. of New England, of whi Arthur C Erisman is namager, has subjet a part of the property at the corner of Tremore and Avery streets to D. A. Schulte, Inc., who runs a chain of tobacco stores throughout the city. This concern will have the Fremont street end of the building. Mr. Erisman retaining the Avery street side from the man coorse on the having at the rear a quick-server diplomatic All the booths will be moved quature so Mr. Erisman has long had claberate currers on the second floor. A rearrangement of the quarters will be begun soon, so that the new treant may take possession by March 1

Brunswick Plans for 1922

Kenneth T. Finney, wholesale manager of the Brunswick, reports an excellent Christinia has ness which rather exceeded the best expectano appreciable falling off in trade is the week



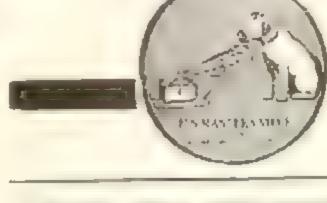
Our Unswerving Policy 1922

To Protect—to Develop—to Serve To the Limit of Our Ability The Victor Retailers of New England Already Established

Our Entire Stocks and Personnel At Your Disposal

M. STEINERT & SONS

New England Victor Wholesalers 35 Arch Street BOSTON



AT YOUR COMMAND

ANYWHERE IN NEW ENGLAND

Fix a mary years encounting to be admined alreads. The Brancock is planning a ly in the row year to only new territors in New Engtions and, furthermore, he stated that there was that and Harry Spenier head of Kraft Bates & spen or In , which handles the wholesale immediately following the holiface. He ex- I conswick, is on the look out tot a wantageous

work orients relative to the plans which are to worked out daming the new year.

Big Demand for Okeh Records

An expansive simile playing over the counter nance of E. B. Studdell is explained when one hears him say that he had a very good business in the Okch line of records. He ways that the way that some dealers ran out of goods rather early in the holiday period served as a sufficient warning never again to take any chances when it comes to carrying an anoquate stock. He looks therefore, to see those handling the Okeh ten to place bigger orders than usual early in

Greetings to the Boston Trade

The greetings of the New England Music Trade Association, of which brank 5. Horning, bead of the Trank S. Horning Co., Inc., is now president, are extended to the members of the organization through the medium of a folded card of yellowish butt in an envelope of the same color, which Scoretary Merrill has got up. The lines were compused by George W. Willmonten whose verses live often been printed in publications. The lines are headed "A New hear's thought for 1932," and here they are

"The war worn world is sak and thir-

Of an productive too,

As guns are made where be me should spin

And we do Cerrun our soil

United we can reconstruct,

But selecti strate must end Do what you like will but obstruct

Lake what yet to will mend"

Columbia Co.'s Christmas Party

There was a lappy Caristmas purty at the Column to Lovigeachers with Teed E. Mann, the manager, as master of certmonnes. There was a tree set up in the diorway of the model shop from which presents for everybody were drawn as out of a grab. Mass Helen Comors, one · I the office staff, who backes dancing on the side to ught some of her pupils to the headquarters and they gave an exhibition of fam.y dancing. Later tacre was general dancing with refreshments and on the breaking up of the party Manager Mann wished everyone a Merry Christmas

An Important Announcement

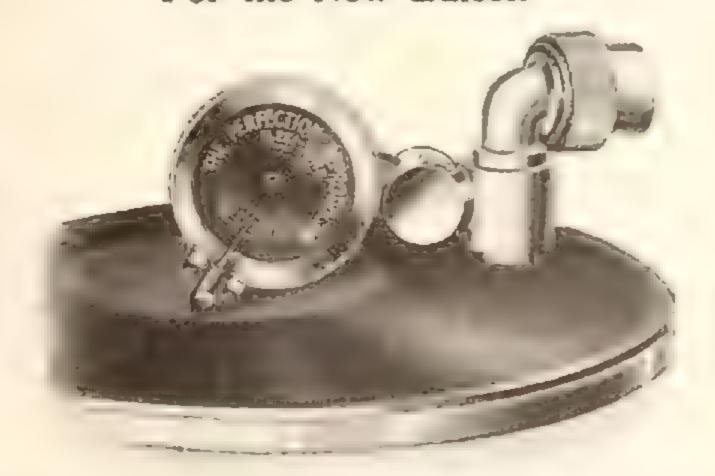
A J. Cullen, head of the Lansing Sales to ant ounces that this company is giving no the manufacture of the khaki coverings with which (Contonia nigory 70)

pressed himself as highly confident of good locations. Mr Service right after Christinas, husiness during the year 1932, saving that there were to 13 rago to colter with the Britis-The "Perfection" Ball-Bearing Tone Arms

and

The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

NEW ENGLAND TALKING MACHINE CO. Boston, Mass.

16-18 Beach Street

Factory Representative

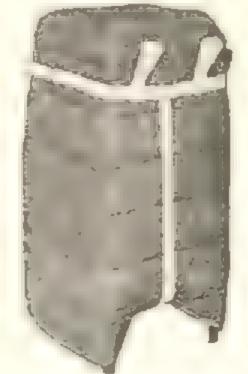
L. A. SCHWARZ, Inc., 1265 Broadway, New York City

THE TRADE IN BOSTON AND NEW ENGLAND-(Continued from page 69)

Looks for Great'y Improved Rusiness

LANSING KHAKI COVERS

The Pioneer Moving Cover



Government Khaki

Dealer's Prices NOW:

\$G00

High

Grade

medium size 43"x20'x23!2"

\$6.50

large size 49"x23'x24"."

\$7.35 €

extra large 52"x22¹2'x23¹2'

Fitzall Leather or No. 3x Strap \$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPIS AND PIANOS



170 Harrison Avenue BOSTON, 11, MASS.

the forter are to very income to be a long to the first are to be a south to be a long to be a l

Fitzgerald's Big Holiday Trade

Regret Passing of A L. Balley

Note that the later as a little of the state of the state

Suffers From Fire

The Manager of the Control of the Co

To Visit the South

Stephen Colahan Goes Home for Holidays

Supplied the second to the sec

Souvenir From Eastern Co.

Hallet & Davis Holiday Reminder

The Late Court of the Constitution of the Cons

Executive Board Re-elected

A trace of the second control of the second

COMBINATION

For 1922 that cannot be beaten.

Same 'LONG QUALITY" CABINETS.

Same "PEERLESS" ALBUMS,

Same "GOOD SERVICE".

Same New England Representative,

with 'the smile that won't come off.

L. W. HOUGH

20 SUDBURY STREET BOSTON, MASS

that no better holy of men could be selected that the se already holding effect. Accordingly, the sed executive bound has been resolved as received executive bound has been resolved as receives 1 feward Parson, common, R. G. ferenger or Lawrence. Stanwood Miller ference Murphy, I. M. Veheatley, I tank Beal and I received Weight. Paere is also the same nearther hap per heity and any very commutees the latter to departments. The make up of the latter of very less as follows. R. V. Davis, chairman Paery, J. Sporcer, Kenneth E. Reed, Walter to this art? We are F. Latter

J. A. Frye Visits Victor Plant

Johns A I is not the traveling staff of the Victor, sport several days at the factory tollowing the Christmas holidays. Mr. Frye and his war who has lately returned from a lextuided visit with her people in the South, are now that after settly of the let a Day.

Encouraged Over Sales

Hester I Sylvester manager of the talking machine department of the Osgood Co., is quite ecological over the Siles which he has not not chose approaching the hiddays, but in the week sin. Thirstnas, and he is quite optimistic over the posylvers for 1922. Just now he is form sed in a sile taking, as one of the state noots has to be or as the teath of this month Art Sylverer has with him Stureis Wood, one of the liest topan men is the talking machine which his tops not know

A man's principal asset is his local, trained working force. It is the men behind the gittis was save the community.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

FIL MILWAUKEE AVENUE CHICAGO Southern Whatesale Branch 1880 CANDLER WLDG ATLANTA, GA.

PROBLEMS OF MUSICAL DIRECTOR IN THE LABORATORY

Must Be a Genius at Picking Out Selections That Will Appeal to Popular Favor and Selecting the Right Artists to Sing Them-Recording of Symphony Orchestra Presents Difficulties

Make a records that get across its very much be the true agree of the New York American, who points utility a diverse for very other be much and and that the true of poor actual trias a result of astrony the wrong other bearing parts in a character than the case, and a poor con with a weak plot will grosses, and a poor agree with which weak plot will grosses, and a poor agree with a weak plot will grosses by the second grace of the star's worming to its ordine and a gibting parameters.

The inversal director at the real deep Laborathat has exactly the same problem to face I rest to must absorbe a newsord "story" or composition that is sufficiently intensting to insure its popularity and then detaining which artist will send it to the best possible all entage. He traint selections who are a most suitably adapted to that type of some or in the end who, because of a particular quality of a new costyle, is most I kely to infrise into the recording that bereat grace of execution or that charms of interpret tion which makes the reach a large embed ment of the art of is operated. There and be more than in Clarical reproductor of one behind a record to make " good "I s phosegraph is no longer a needle

Have your ever storped to a as her what there is in a record that attracts you have less its charm as a musical copy outling? There are three elemental points on which a recording divide he mage a clarity of recording, expression in a temperation and though profits on hability.

there's directless that have been at the orange there are still not and said the orange of all the store are still not and said the orange of all the store are still not and said the orange of all the store that the process there example, the problem of the allow the orange or an example of the distribution of the standard or an example of the store that the said approximately or a fundated process the next the said approximately or a fundated process the said or an example of the said of the said

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ORGANIZES MUSIC STUDY CLUB

Garst Store of Coon Rapids, Ia., Hits on Plan to Increase Red Seal Record Sales

the last stock on Roads L. has negative a March 2000. Charles for the pripose of devision and actions a property of Victor according to the stock. The Cart as a last stock on each code of the last stock on each code of the Victor Book. The type shock of the Victor Book. In type shock of the decorate for the victor through the modern of Victor accords. This believed has a present of the victor accords.

The Series () Make the or throno, at the state of the Pederi Mir Co.

FIRE DAMAGES LAWLER BUSINESS

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NEW JONES-MOTROLA DISTRIBUTORS

MINNESPOLIS MINN, Johns v 3—The distribution of Jones Motrolas has been an encyted by the addition of the Beckwith O'Neil Co., of the etc., which will distribute this electrical wind by desire in its territory.



Hall Fibre Needles

Represent years of experience in tonal development.

The Hall Fibre Needle was born of necessity and has made good.

The needle with a universal reputation that cannot injure the record and-

The needle that has brought about the sale of thousands of talking machines and of hundreds of thousands of records.

IT PAYS TO PUSH HALL FIBRE NEEDLES

HALL MANUFACTURING CO.

Successors to B & H Fibre Mfg. Co.

33-35 West Kinzie St.

Chicago, Ill.

A WONDERFUL HOLIDAY TRADE CLOSED IN NEW ORLEANS

Leading Establishments Make Encouraging Reports Regarding Trade Outlook-What J. D. Moore Says-Miss Jalenak Married-Small Music Shops as Sales Mediums-Situation Reviewed

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Mar are there is the Florid Co. States

as it was before, because of the fact that a lot of the machines which were sent out on approval are now being paid for and they are still doing a big closing-out business. Their estimate of the husiness done this year is about 25 per cent better than that of last December, while for the whole year the percentage is between 25 and 30 per cent better than in 1920. They still sell more of the official laboratory model. New Edison machines than any other the I ison Co continues to supply restaurants with machines. The Vieux Carre and the Commission hugers of machines just before Christmas.

The rusiness done by the Philip Werlem of class a surprise to all, for it was above what anyone had anticipated. The start was later than usual on the holiday rush, and due to that, and the fact that the stock ran short, the sales were smaller than what they would have been otherwise. The Style 110 Victoria was the most popular machine. Record sales were exceptionally good, both in Red Scals and in popular rags. Miss N. Pavone won the monthly prize for record sales and Miss Hoyt was second transford which have been discussed by all employes of Werlein, I td., for Christmas.

The L Granewald Co, was one of those at the top of the list in both record and talking machine sales. The season was, in the words of one of the salesmen, a "clean-up". Both the Rampart street branch and the Jackson. Miss., branch terorted a wonderful business and the store is very optimistic over the outlook for 1922. The "Little Consul" machine was one of the best sellers in the Mississippi territory. This was the first year that the Grunewald has handled the Victor line and it has proven a very big success.

The Divice Pixos to had the biggest December it has ever had, that is, as a whole. A log improvement was not red in each sales, though the beyons were very conservative as a whole, and the higher-proced machines were not sold in the volume that the \$100 and \$125 machines were

VICTROLAS FOR SECTION GANGS

Vactobles for the entertainment of railroad section gaings are in order. The manager of Parmony Hall, lower City, Ia., recently prevailed or on the Superintendent of Maintenance of Way of the local railroad to place a Victrola and a supply of records in the ear of every section superintendent. The section cars are continually meying along the lines of the railroad and are frequently held on sidings in remote districts. It is believed that the Victrola music will serve to trighter many otherwise dark hours for the members of the section gaings, keep their metals at a high level and greatly increase their efficiency while at work

SETTING THE FIGURES RIGHT

In the very interesting article under the caption of "Sides Formula of Advertising, Salesmanship and Hard Work Still Scores," written by D. G. Daird, which appeared on page 15 of the December World there was one slight error which, by reason of its extravisgance, may take from the value of this admirable story of business extrains of the first column it states that "a young man just out of high school sold \$83,000 worth of talking machines by direct canvassing." The figures should have been \$8,300. As this type graphical cut a detracts from the value of the article, we are particularly anxious that our readers should note this correction.

EMANUEL WOLFF PASSES AWAY

Rechester, N. Y., January 2—Emanuel Wolff, president of the Rochester Phonegraph Co and a proper operator of tive- and ten-cent stores in the case, died recently at his home at 49 Dorchester road. Mr. Wolff was well known in local turn essecurities, and had been in business here for many years. He is survived by a widow a son and a daughter.

A Musical Merchandise Department Pays EXTRA Profits

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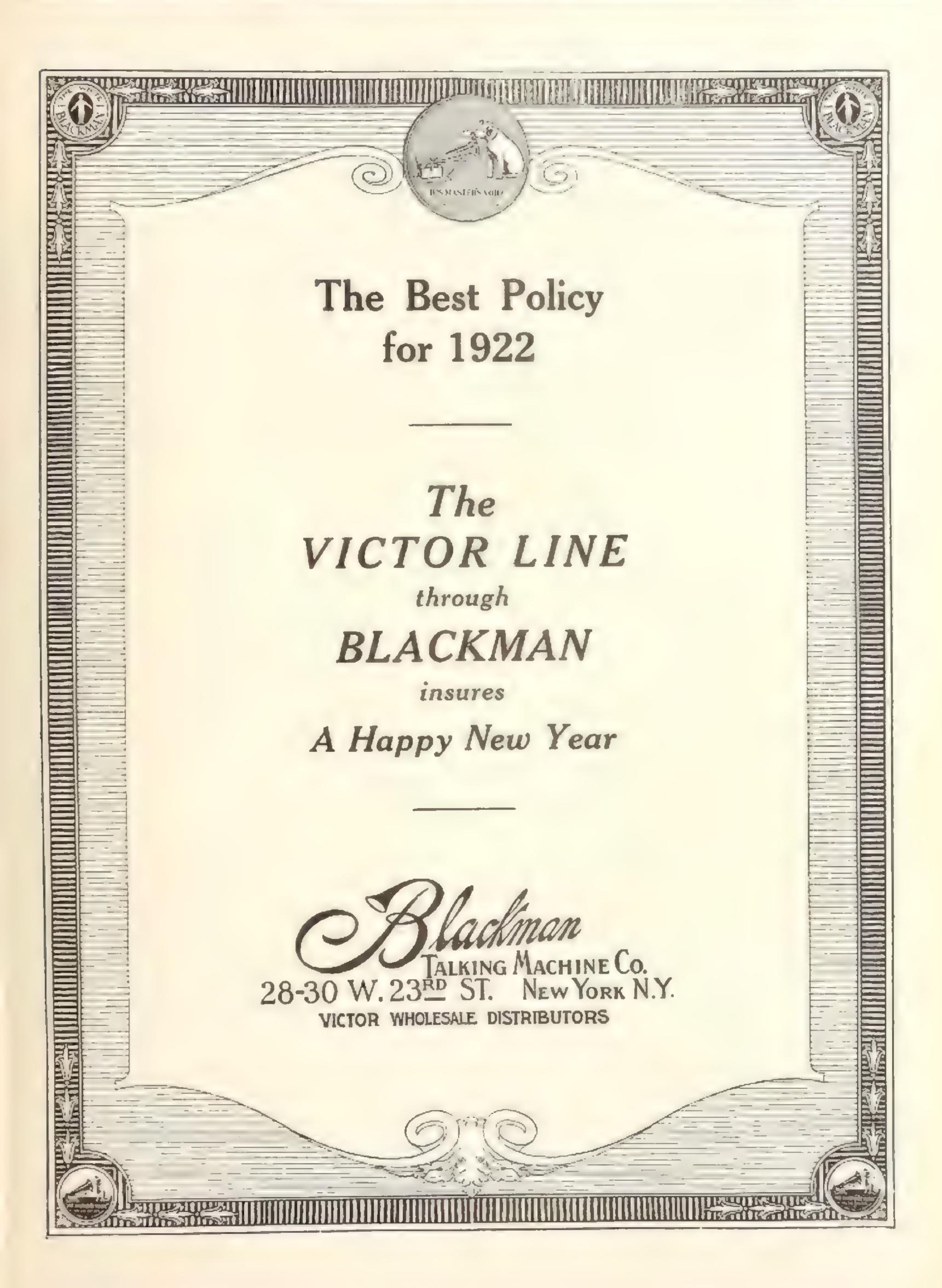
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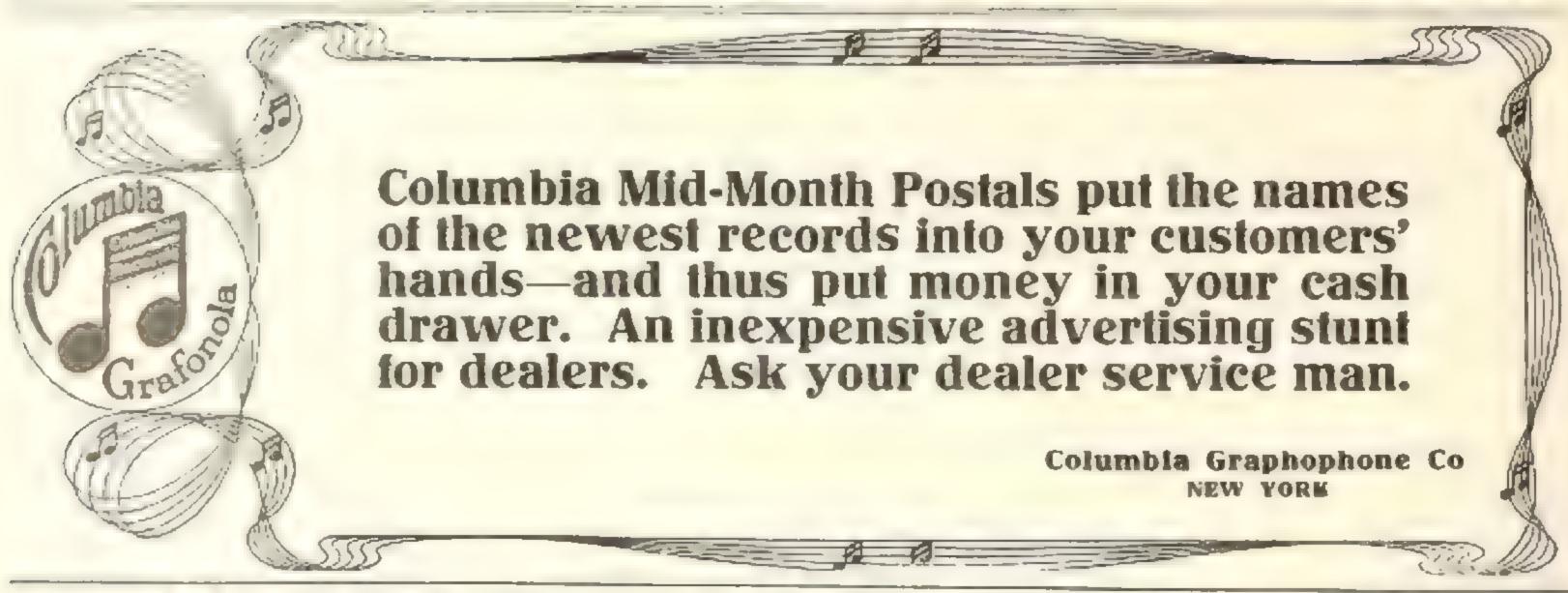
THE FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.





INDIANAPOLIS TRADE IN DISTINCTLY OPTIMISTIC MOOD

Volume of Holiday Trade Exceeded Expectations-Great Campaign of Stimulating Buying Carried On-Original Plans Employed-General Feeling Is That 1922 Will Reward Those Who Work

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Tree Out New Record selling Plan

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y ta tatur d by the state of the state of a sustement had princhased the record or records. for which he cut and the store. Then the clark won't call attention to the featured record with the next that the large of it is end on a trape a sacr

"The cite reature a lay idea on Sied us to keep track of the sphis have hadely and adel had maintaining thairs among the clocks to so ohis ough well the littlest am there," Mr. Lotts said "We differ thempt to force any kerors of the the employer but was featured were scould of more who havers or noting rapidly simply because they were not known. Then tare - this oid as a red' when board"

Good Season for the Sonora

Die Otratical Instress in Sonora profile grant we much effect these in 1929, according to O. C. Maurer, of the Sores, department of the Knows wart Day Co. State Establiter, z d C H, B Neres → Challa Marce & C I distripolis, totallers. Both when to the outbok as being rartic brity by o't for Sajonas in time trajetory

Some Large Sales of Kimbail Phonographs

The rate of the winers see a second of a west cerebrated in the sale of Kind all phonographs the Elizabeth is to some was better than fast rear, according to B. H. Jarvard manager of the phonograph dipartment of the Capital Paper

Miss Munner Springer, manager of the Victrola department of the Taylor Carpet Co. segots the sale of a larger much r of machines. during the hole as a their during the correspond. ing party of the previous our. She says, however that the Command was not so preat for the far ict Types,

An Effective Holiday Window

A neight and grownship of other weighow does plan of organial leaven was med dimarg the Lebdays by V. C. Hawkins, of the Indiant polis Tables Madene Co. The fact that Mr. Haw kins is a practical electrician ande it possible for I multi-construct an appliance that resulted of the straining of aresic potes having represented to that long electric lights

The representation was on an enlarged copa of three bars of music taken from a popular to to tak men' Christmas carol. For the operation of the dis-

the Mr. Hawkins removed the felt from the throtal cof a talking inchese and put in its iller a sik of fiber in which he had out as hand shits as there were notes in the three at a of these theses for display. Above the that tally and resting on the tiber disk he placed a stationary brush which with the revolving of the trentable caused a nietal contact and a reself-int flashing of one of the holes in the music burs at each slet in the third-k. In this manher the notes on the two burs of music were more to flach in consecute a order vist as they would be struck in placing the mesic

Local Concern Reorganized

The Indiana Phonogram's & Supply Co., which tas organ zed fore the years ago has heen reremitted as the Heart Man & Supply Co. The control of the emoral remains in the lands of I C Mather and I. R. Kuebler. The complete we will "Quality Phone Parts" instead of "Perfection Photo Parts," and is about to distribute a new ratalog. Mr. Mather said Pat is one- for several morths have been these ted to making the new catalog a text-book on planograph cludation as well as a catalog of parts. Educational matter is used freely

Gennett Record Sales Increase

"Our business in Gennett records has increase I very much in the last three months," said T. H. Bracker, of the Starr Piano Co, in refer ence to the holiday lessiness of the store. "The recent out in the price of the records and the fact that we have pushed the -ale of them Larder than we exceeded before are responsible for the larger sales"

Arms a the dealers most elated with the resales of the lo lidge trade is W. O. Hopkins, of the I is a drop. Although not given to talk con evining his sales and prospects, Mr. Hopkins and that the closing weeks of the year proved become a deapht to be sales force that 1931 had rewarded talters and that 1922 would also,

Caruso Calendar as "Duor-opener"

Vr. Hawkir says that his Christmas business vik prost satisfactors I work as the result of work done by a special crew of house-to-house conva-sers. The mer used a small calendar wift the placegraph of Career as a "dongopener" and the general results were such, Mr. Handons says as to transfer the bulk of his I seems from the floor to the field force Mr. Howkins is making successful use of many little sales steas to promote the report sales, which he is considered is the backbone of the phonogo at his becomes He has now promit ently posted in his store classified lists of elimatrical records proupe (for quark perusal

Circle Talking Machine Activities

The Circle Talking Machine Shop is closurg the third your of its quirter a with a record of stead 'e increasing husmoss "Individuality in policy and insistence on the importance of the crivice idea are responsible for the growth of our besitess," said H. F. Whitman president and orneral manager of the concern. "From the very but we have adhered strict's to a few produmental, basic ideas. We realized when we opened our doors for business that in the old



PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C. Mills in Va., N. C. and S. C.

Let us figure on your requirements

days one of the worst restures of many shopand stores asking for the patronage of musically inclined persons was the utter induference displayed to the wants, requirements and tastes of the individual customer. Such a spirit cannot succeed in modern business and so our one big and lay been to give our customers the utmost in value and in service slike. Individual attention to cust emers is vital in the deric merclambs. HIG."

Mr. Whitman says there was a not ceable demand among his customers during the holidays for the Udell to usole type of a comet manying tured in Indianapolis for the portable Victiola This was taken by him as an indication of an increasing interest in necliam priced console models, of which the lowest proced in the Victor line is \$250.

Planning Edison Sales School

Satisfactory Jusiness among all the Edison dealers of Indiana is reported by H. G. Anderson general sales manager of the Kipp Phonograph Co "We are con ident," he said, "in view of the accomplishments of the last few months of hard work that the new year will have its reward for every man who keeps on the job and fights for business formatest equitals belithroughout the territory have proved a wonder ful hom to the Edwar husiness and our dealers are now cashing in or their at a splendel rate."

The company expects to secure one of the ten salesmen's schools that are to held the year by the Edison company in various cities of the country. Plans are being made for a fiveday session and the dealers of the territory are displaying a keen interest in the proposed school

Sells Carload of Grafonolas

A carload of Columbia Gratonolis was han died by the Hook Drug Co for the Christmas trade. Large posters were placed on the trucks from which the machines were lossed calling attention to the fact that the company had putchased a carload. It was reported that the merchandising plan of \$1 down and \$1 a week for the lowest-proced mach sees with shightly higher rates for the other machines resulted in the shipment being practically all sold

O M Kiess, who has been in Charge of the Pathé Shop has resumed his work on the road as general field supervisor for the Pathe Frence Phonograph Co. R R Ernsberger, who has been in the music buspess in Independent for many years, is acting marager of the Pathe

Shop He reports that reduced prices on the Lathe machines resulted in a leadily increase or business for the holidays

Pearson Piano Co. Buys Department

Arrangements have been made for the sale of the complete stock and equipment of the Victor toking machine department of the Ster banter. bewelry Store at She'byville to the Pear of Plante Co. in that city. The Voltot agrees was established with the Stellhamer store several years ago and was held by them exclusively undil, a few months also the agrees were extended to the Peacon Puns Co. II. Peacon son store is managed by D. William - neihas one of the most complete Victor to a tments in the State. The Sten hauser street going out of business

Columbias in Public Schools

A Columbia Gratorola has been placed to the Ruigeview public school at Perr and conforming the Liberty school year the same city. The " strainer's were purchased by the sole ditinstee. of Pern towaskep. They are being used in conneet in with the physical oriente and rotteat of work of the schools

Baldwin Business Shows Increase

The Baldwin Plano Co reports a phonograph business in Indianapoles that was much better that the business of the store during the 1940 colliday season despite a section relaction of which by fire in November. Endly for the recrease of business is given largely to sale of Ermswick machines, the agency for which was taken on his the Bahlwin company list 5 mm or A one cent sale of midallion records was leasfured by t. P. Herlman manager of the talk ing machine department, boing Chin-three week One record was sold for 85 cents, the regulatrue while two recepts were sold for So cents

Among the concerts to be given in this city thereigh the Winter are several or especial taker. est to Victor dealers. They will be by the Horadev Quartet, which makes its thirteently annual appropriate or the city Fritz Kre-let, Rachmannoff Herfetz, Gala Curci and Solumann Hemk. Aistor dealers throug out the State have learned to cish noor the rank concerts by Arcter artists who are being in the capital cine of the State

F. F. Routh, Victor Tealer at Salem, is making Victoria concerts in the home very popular This plan of promoting the ilea is to send a letter to a select few of his prospective endomers informing them that he will furnish the Victrola and records it they in turn will invite some of their friends to enjoy a concert by the world's greatest musicians

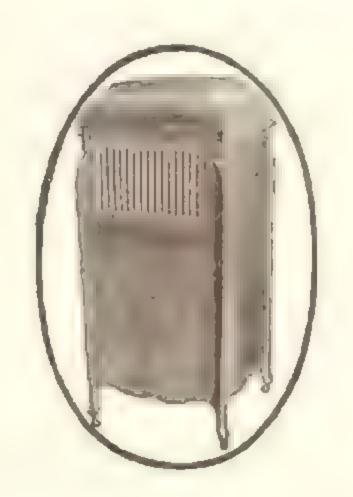
SALES TAX BILL OFFERED IN HOUSE

Measure Introduced by Representative Volk Would Place Heavy Burden Upon Business for the Purpose of Providing for Soldier Bonus

Washasiatus, D. C. January 5 -- A bill providing for a saids tax similar to that in operation is Canada has been introduced in the House is Lepresentative Lester D. Volk, or New York as a means of faising revenue with which to defray the expenses of a soldiers' bonus. Mr. Volk was charman of the delegation of tots seven Congressmen which recently much a tom or Canada, studying the law or that constry.

The provisions dealing with the home are substantially the same as in the Lorley bill which passed the House and was amended in the Senate. The sales tax incorporated therein provides a rate of 15, per cent on sale- and difiveries by manufacturers or producers and wholesalers or jobbers 25, per cent or the duty paid value of importations by maintachinets wholesalers and jobbers, 3 per cent on sales and deliveries by manufacturers to retailers or consomers and 4 per cent tax on duty paid value of importations by retailers or conserners.

The tax is made payable by the purchaser to the wholesaler, producer or manutactimer at the time of sales and by the latter to the Government within thirty days after the last day of the month for which the tax is to be part. He odstuffs and products of mines and forests would



TUST as the pipe organ J surpasses the old style instrument in producing many musical effects, so the Blandin Phonograph surpasses the ordinary phonograph in reproduction of the most difficult records like that of the human voice, the piano or the violin. Dealers find that the Blandin displayed and once heard is practically sold. Its purity of tone reproduction is remarkable Place a few on your floor and note the difference by comparison with other kinds. Write today for complete particulars.

Racine Phonograph Co., Inc. RACINE, WISCONSIN.



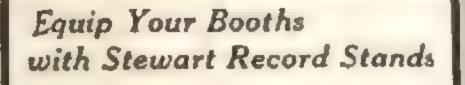
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Mr. Volk estimates for taxes will produce si Och contiller mires i be the entire the service. En per cent where usgress a entry of the

STORE WINDOW IS A MIRROR

A stein window selects to shore the sign establishment and passers in over a grown that barry







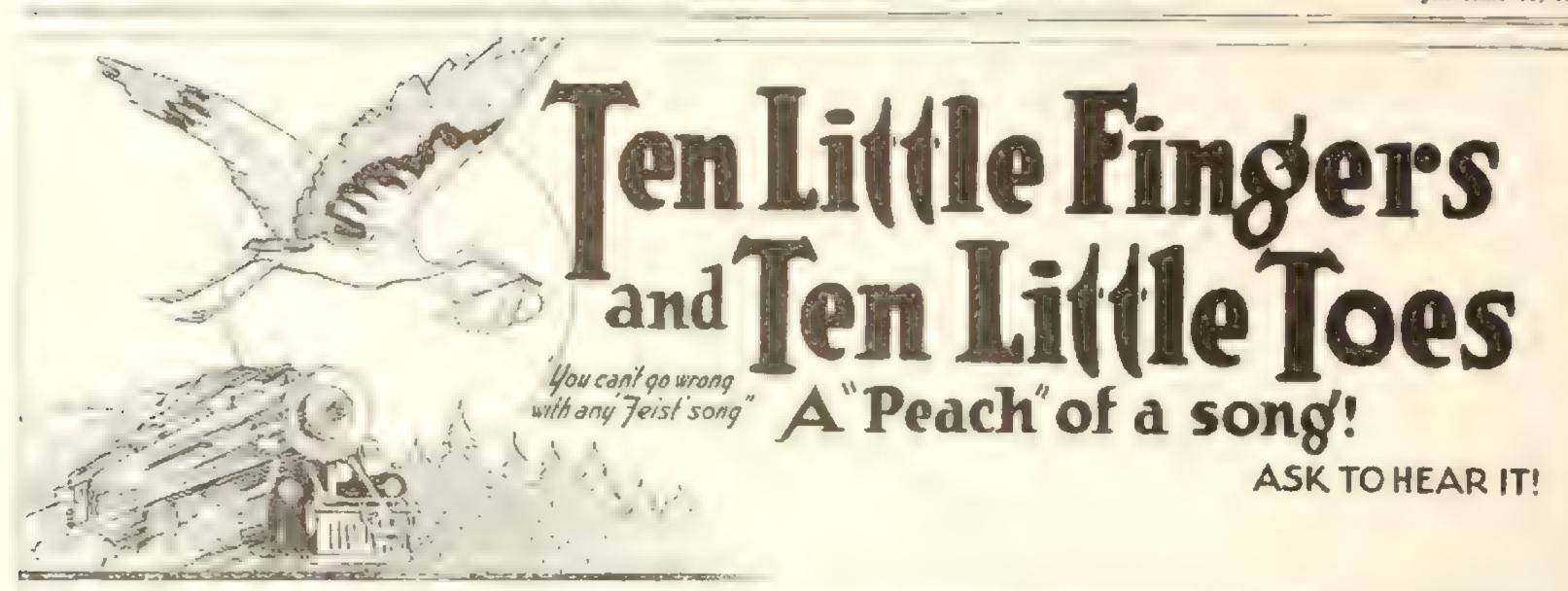
No. 5A 010 \$8.70 f. o. b.

*OMPACTLY built and designed especfally for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result - no mix-ups and much time saved. A pum-Indianapolis estul aid to the busy dealer.

In Makagans, leaden Oak and Brech hnish. Haight, 43% miles Top, 16'; x In 12 inches. If you have no account with an please wand chick with never





TALKING MACHINE TRADE SHOWS BIG GAIN IN CLEVELAND

Eclipses All Other Trades as Compared With Previous Year-New Okeh Record Distributors-Wholesalers Oversold-Columbia Carload Sales Drive-New Eclipse Traveler-Granty Activity

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Many Orders to Be Filled

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Victor Wholesalers Oversold

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The Activity in the Other Zones

Ecras is a few to the promising the derent a serie of a contract of the series It has proved to the best Etcongrape. where the property of executed all plans The state of the Control of the King and the agency State of all pro-I told a server of the forest to the

range dealers at the northern Ohio territory, acor har to 8 S. Larmon, branch manager, and rated the total business done to what, final tigures in expected to show, is equal to last that's basiness. There was practically nothing of for deal as to aboose from during the last days or the campaign in Edwon instruments, at the agreeon of phonograph company officials.

New Okeh Record Distributors

Plans for the new year already are being Daped by leaders in the trade here, the first to be assounced being the taking over of the Olich re and distribution by the Record Sales to and the opening of a branch office in Pitts. buch la that firm. The Okeh recends will be solded to the company's present Odeon and Lenetiper tues. With the completion of present plets the company will cover all of Ohio and the greater part of Pennsylvania. The Record rable Confris the same personnel as the Cherey Photograph Sales for though k Madson is president and T. R. Buel secretary treasurer, M. O takes, as eval a presentative of the General Photograph Corn was in town this week cooperators in classing the moral campaign. The Okeh records have been distributed by the Kenwelly-Scholtz Co., which from will continue as the whole-ale representative of the Granby indictor an uph in this district

Columbia Carload Sales a Success

The carlos I sales planned by Columbia branch Horst here have been more successful than the most postimistic dealer anticipated. In addither to those named previously, the Standard End Co. Vanier, Robert L. Seeds, Columbus, and Charles I. Youkey, Newark, entered into these events. In nearly all instances the carmade were dispose of long before the Christmas period cruled. Truck loads of the machines, or parade, featured all these events. Special ation to the Cleveland branch, including Day Des Fields, W. H. Indermeden, William Underwood and I to Mejort, aided the dealers in pulling the saids across

Columbia "Family" Celebrates

Christmas was colebrated by the Columbia beaned "family" in the salescooms of the firm. through Kraus bik's band played for the dancing Mr. Kean-lock is manager of the record departnent F F Hughes Mass Florence Turner. Miss Guen Tremble and others entertained Max Levy, Columbia dealer, distributed cigars, and Santa Clare is proxy, gave presents to everyone each gift being in a way symbolic of the eccentric ties of the one receiving them.

New Eclipse Co. Traveler

The staff of the F Spec Musical Co, has been arguested by the appointment as traveling represerve of This B. Lightner formerly of the I F Lightour Co., Pannesville. Mr Lightner has been in the retail and of the business for five viats, and is well known throughout the

Smone dealers to broaden their scope for the new year is the Kloopfer Music Shoppe, Bucyrus which fils the Brunswick line. The firm is (Continued on page 78)



JONES-MOTROLA, Inc. 29 W. 35th ST., NEW YORK



LARGE TRADE GAIN IN CLEVELAND

- to the tall up machine trade
- loop in the Victor line
- or other plans to extend its
- or other plans, but Brevens,

H ward J Shartle, Jr., Artives

The set of the set of

the transfer of the same of all the Victor of the transfer of the Victor

John Steel a Welcome Visitor

A course of the for the theatre, the talkthan the actual of the transitive acquired at the transital operations have acquired by the transital operation for the district.

epitation was given to this end by Keith officoals and the Cheveland Palking Machine Cobut the trade. Mr. Steel appeared at the Euclid Musn Co, the L. Meier & Sons' and the Bucscher Colls stores and autographed records. Hendreds of persons met him at each establishment. Publicity was prepared by the Keith r anazement to apprise the public or his appearance at these stores. Mr. Steel sang songs, the records of which may have required additional be e-ting such as this, in the opinion of dealers. He gave a strigging lesson to some 500 asperants for comment or stage honors. And he was one of those who appeared at the request of City Architect J. H. MacDowell to assist in to string the acoustics of the new public half, sities having declared said acoustics to be in < mr ient

An Attractive Window Display

How a fulking machine can be used to conyes the spirit of Christmas in window display was demonstrated in the picture created by Mrs-M. M. Smith, talking machine department of the Harmony Music Shoppe. The machine was con-

THE RESURRECTONE "Reen gression fulrence" Track Mark Reg | 15th | 19th | 15th | 19th | 15th | 19th | 19th

which, and Santa Claus driving it. The whole was surrounded with snow. The window served to strongly be play demand at the tail end of the luying period according to Walter S. Rac-der, member of the firm.

Granby Signs on Door Knobs

Inother new retail establishment makes its bow at the furn of the year the Frey-Fisher Co. in the East End, introducing the teraphy phonograph in that section idea is one of the largest departments for a megaborhood store is this district, in the opinion of H. C. Schultz of the Kennedy-Schultz Co., distributor. The opening was heralded with the placing, in one is 200 of 10 and a color bilintzers on trout loops in the vicinity. Members of the Kennedy-Schultz organization arbed in the opening.

Results of the compagn, being conducted by the Phonograph Co, with Edison dealers soon will be announced according to E.S. Hirschberger, alvertising manager. This is a series of sales contests, in progress since August. The object is to see which dealer and salesman dispose of the root proof, disc in this point and also who does the most inviness in dollars and conts. Process include an expensive watch and meetings to the lighten a final of salesman slip. The contest has be a collary even break means after the light a here to

Plans of the liveled Mast Co include the direct-leveral system of as creationing the owner ship of non-owner-ship of Victrolas. About 2.500 families will be reached by this medium, offering a prespect list extraordinary for the row year drive.

Shortage of Brunswick Machines

The shortage is instruments was thoroughly decreastrated at Brunswick bealquarters here Orders for buildreds of machines that could not be delivered in time for the holidays were on oid, according to V. K. Henry, phonograph by or manager is this district but these are now being filled since receipts are heavier. As I herefore, general spies manager, was in town at the beginning of the month to aid in planning to: ampaign for the new year in this territory.

NEW RECORD TESTING SYSTEM

Columbus, Ohio, Store Installs New System
That Eliminates Interruption

Chimself on a stool in front of the compartment of the following tracking department of Species Music Store because it is experiently in characteristic from places it on the copy invisions much mean the formal restoration of the copy invisions must make the places it on the function of a talking machine in a box like conpartment. Scating binards on a stool in front of the compartment the customer inserts the recovers in his cars and a time after the listen to the inserts of the recovers when cars and a time after the listen to the inserts of the recovers.

BRUNSWICK SHOP CHANGES HANDS

Done-work Step, or this value, has been our cased by M. F. H. I, who has been in his message for twenty the towar. A complete line of Brunswick machines and records is hardful and an addition a worl do led short masse department has been installed.

Christmas Business is over-but

Bubble Book business is going right ahead

THERE are no dull months for Bubble Books. They are in season every month in the year and will sell just as well this month as they did last.

THE thousands of children who received one Bubble Book for Christmas are going to demand the others right away.

BE ready for this demand—Display Bubble Books and make January one of your best months.

Remember—If hen you sell one you sell a habit, and when you sell a habit you are doing business.

BUBBLE BOOKS "that Sing"



HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York City

The Trade in PHLADELPHA and Society

Electric is a function of the taking mandom between the case of the super-contract the su

Manifes can be a problem and there seems to be a receive the mass and more to the big here is a problem to the were list a threshold of the power of the power of the big here.

Ornstein Business Being Continued

I sale of the parties that produce the product of the parties of t

New Distributor to Be Announced

The Philadelphia Steet to a trace of a some years has the red to the talk as reacting turn so her his his a reacting and the Some and I. Arristo tracking and the research

then told with the first of the less tear, and less been taken the first of the less tear, and less between the first order that the decided that the decided that the decided that the Cocalion Co.

Emerson Business Conducted From New York

During the month flares Loss, who for sex
collisers has been the Lorson distributor

lare, has reinquished that representation and
to Finers a wholesaling is now heing conducted

ment New York. Mr. be a continues at 810 Arch

"to the lesing up the limit sets machines and
confisce from head and expects souther to make
the man encoment of a new representation. Mr.

Exchange in the location and a well-appended

to him at and has been one of the bright

est most active and progressive of the young
Plant John talleng machine men.

Getting Matters Straightened Out

There is no two Pater managers here during the month, Mr. Johnson test who has been replied by O. M. Koss, from the New York headquarters, who has none here to put new line and energy reto the Susiness and hopestory soon to get matters straightened out in a way satisfactory to the manufacturers and the baneler of this popular machine.

A. J. Heath Sells Controlling Interest

The firm of A. I. Heath has been dissolved, but it the continued in dec the old firm using et A. I. Heath & to the C. A. Malbert the former energy cadent or the company. Mr. Heath has not 1 s. controlling interest in the law ness be catable but two years ago. The firm has been the Lading distributor here or the Okch records.

Hospital the efforts or Mr. Heath the Okchresords are now well established in this territory The state of the s

Louis Buchn Discusses Outlook

Louis Briefs to perform the performance of a pends with the except to the least to the least to the least to the except to the extent to the e

Columbia Force at Year-end Dinner

The Columbia Collin Ladic Colly 2002 of here and its carbod scleins, he had a trace of the property of the heat of construct as a fine beautiful as the heat of construct as as a fine about of the mean of construct as a single fine of the about the combine 21 days as a reason of the construct of the construct as a fine a chock at the sleet variety at the construct as a fine and a fine at the construct as a fine at the construct at the construct as a fine at the construct as a

Mr. Lorenz, of the Declar Serve General control of the Cobrades Control of proposition by C. L. Sheppard spent cases days drained the Cobrades of Serve of Server Server M. C. Borrowski, and Server Server M. C. Borrowski, and Server S

Babson Says Fair Business Buehn Says Good Business for 1922

First reference is to phonograph business generally. The second to Victor business specifically.

Fair business awaits the average dealer—Good business the man above the average, the "go-getter"—the advertiser—the creator—the outside worker.

Tie up your strength with the creative resources of this organization. Make this a profitable and successful Victor year.

The Louis Buehn Company of Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

La eta and Service era Aldre are perel con la Deberra de l'indicar du mas pent es mi l'architecture, l'a Miss Margaret Meta de la l'implicational receivanta ta a pert de l'implication was in Wilmington, place ste con a tida terroria architecturation de la la construction de l'implication de l'i

Blake & Burkart Branching Out

The second of the streets of the second of the streets of the streets as the second of the streets and should be street at the street of the s

The Blake & Burkert too report that the city of a very cool business in December and are quite well satisfied with the Vocalion bestops the his base been doned. Since Caristinas they have had a wonderful record business not alone or Indian records. They will continue in the Color to each business not alone or vear the exclusive hading on the basis of the exclusive hading or the exclusive

Penn Co. Reports Business Advance

The Perc Hast graph to entered a mention of the tracty good year a though goods can can so he tract the sales and other recession continued to work examines the last few days in other to get out purchases. The complex's recent business was it always on 1920 and it was may at last york acting out its language recent, where its very contributions among its obscious of out of the trace Market out for Pennisher the trade Market of the Pennisher Spent the Construct bolidays at the form

Weymann Closed Great Holiday Business

If A Westran & So, districtors on interminent or easternalistic that their basine in Decement was terralistic to the ill our experiment of Mr. Westran & Sac went for hex near expectations. Or ourse the ball on the basiness of their day of the first or with the day of the contract of the first or the ball of the day of the contract of the first or the contract of t

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors. Write them or us for prices.

Penn Phonograph Company

913 Arch Street

Victor Wholesale Only

He has entered the business with the enthusiasm *1 yearly having but recently come out of school.

Philadelphia, Pa.

Handicapped Through Shortage of Stock

Manager Ne'son, of the Brunswick here, was har dicapped in December on account of the shortness of stock, although many carloads of machines reached this city in the month. They have not been able to appoint any new agencies for ath, but hope to do so shortly after the first of the year. Mr. Nelson states that the firm a business was much better than last year, and he mackes with the company's plans for a greater production, that their business here will be helped materially in the new year. The local hum received some of the new Brunswick and described a pullar with the local purchasers.

Plans Active Campaign in New Year

O M. Kress shortly after coming here to

tand charge of the Pathe's local distribution, seinted the services of H S Pope, who had been with the Pathe for several years, but resigned shortly after Walter L Eckhardt relinquished the representation here. Mr Pope is a man of wide experence in the business and is looking for a hight future for the Pathe in this market He is planting an organization and a campaign time which he feels sure is going to spell sucered.

Rainbow Records With Heath & Co.

A Liffeath & Co have recently added to their bur the handling of the Rambow records, gotten out by the Rodeheaver Record Co., of New York and Winsona Lake, Ind. These records consist of gester songs, messages and sacred music by prominent surgers, ministers and evangelists. They have a long list of records of considerable variety.

Joins Columbia Forces

James Robinson was added to the Columbia's sales force during the month to cover southern New Jersey, Delaware and a part of Penusylvania

Union Co.'s Attractive Window

Die Columbia Co's office here recently recovers a picture from the Union Music Co., Co'un his dealer in Harrisburg, of its Christmas ward ov, which was unique and which attracted a great deal of attention. The Columbia firm has been selling Grafonolas by the carload and has been advertising that fact, so the Union Mu is Co. placed an electric track and cars in his window, and attached to the locumotive a

of Victrolay, but at water that to coupline the owlers we had on the or the act day's shipment by the the exception of sixle 100 mathematics. This sixle failed to translate, according to schedule, or the 2sth. However, meet of our dealers managed to held their sites it six that in types of sixles. No Strand 90. The female for Vactor score is may increase a likewise in the musical natural disparament the general for the Way may receive the States. In 200, the third in the Way may receive the States in 200, the third, a coding to top to their week precious Constitutes, a coding to top to their action at a constitute week.

George D. Shewell Jr. in Harness

thorse Dentition States, It, a consist to Describe the Lord of the Chemical Statement on horse, bus noted by a statement of the anti-state of made good as writted by object of the old Chek. He is a most affailed to make a made is well the described to the Chemical Statements.



Make The New Year

A Big Year

In Sales and Profits

Records

Will Be A Big Help

SONORA COMPANY

OF PHILADELPHIA

1214 Arch Street

Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 80)

number of freight cars, each bearing the sign, "A carload of Columbias " It also had a big placard in its window containing a similar announce-

Geo. D. Ornstein's Funeral Largely Attended

The inneral of Genrige D. Orristein, the Victor Jether here, which took place car'y in the month, attracted a large miniber of Victor dealers from all over the country, and was attended he practically all the local dealers.

The People's falking Machen Co., or this city, is giveng away a very nite to and Opera-Book as a present to all its sustancis-

Some Recent Trade Visitors

Among recent trade vivitors here were Robert Porter, neld sales manager of the Columbia Co.; J. A. Wuchter, of Allerbown J. J. Lowry, Berwick, Pa; Mr Youngjohn-, North team, Pa; Calver Anderson, Wilmington, Del. Mr. Monroe, of the Brunswick Shop Williamsport, Pa ; Mr. Zereber, of the Regal to. Harrisburg Pa, and Mr. McAllister, or Watt & Shard, Lancaster, Pa.

Visitors to Weymann's included M. F. Malarkey, Pott-ville, Paul Britz, or Reading Illmer Fouratt, a new Weymann account in Reading, Nation Worth, Riverside and R. M. Watts, who recently bought out the J. J. Ryan store at Borlington, N. J.

Charles F Tracey, or the Acres to a to he noted as among the recent both to visitors.

New Columbia Agent in Bryn Mawr

The Vassello Music Shop, an excited to himbia shop, has been started at Bryn Mieve It is named for the proprietor, Mr Vassello Die building, in one of the most desirable location. in the suburban town, is titled in so he a way as to make a striking commercial could much of the place.

WANAMAKER LOOKS FOR "SETTLING DOWN" YEAR

The Merchant Prince of New York and Phila delphia Believes the Country Will Get Nearer Even Keel Despite Many Vexing Problems

John Watamaket, commenture cirly the month on the lusiness onthe k for the coming year, pointed out that high was a core rente and taxes still exist and that there we says to he adjusted before business can get back to an even keel. He predats that 1922 will be a year or settling down and getting near to a normal balance. His statement reads:

"Every good American must look into the new year hopefully. There are still the conditions of high wages, high costs, high rents and high taxes to be dealt with. There will have to be an adjustment of these things before husmess can get ou an even keel.

"Every business man wishes, of course, that it could all be settled at once by some single sweeping action adjusting wages, adjusting costs, adjusting prices, adjusting rent , admix ing taxes, all coming down together.

"But let us not be discouraged. The nation is full of life and health. It has the right spirit and is not panicky number. It has great upportunities, greater than the opportunities of any other nation in the world

"We made progress in 1921. We are better off than we were in 1920.

"The year 1922 will continue to be a year of "Ottling down and getting nearer to an even keel"

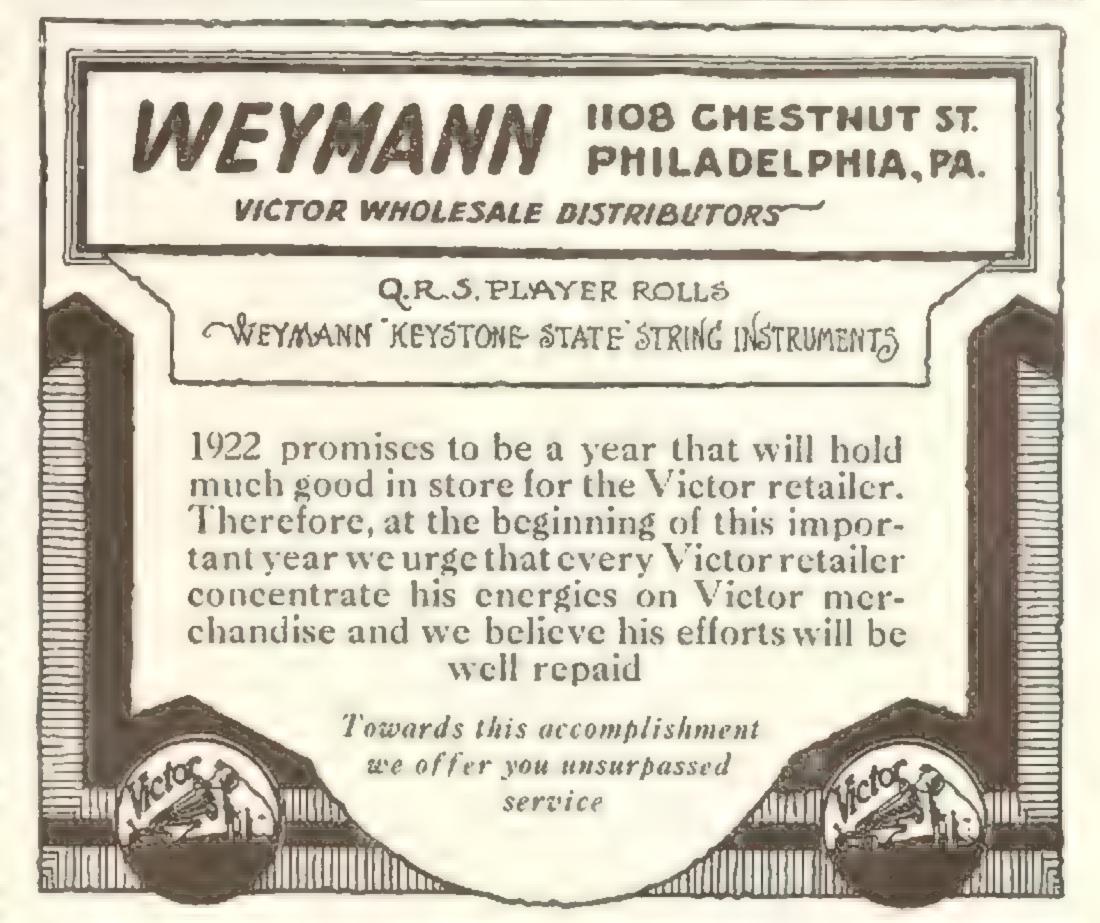
Any business arrangement that is not profit able to the other fellow will in the end prove unproblable to you

Italian Music Rolls

Litzest collection of Italian and other foreign invisic rolls in the United States. Catalogs and discussion of apple stant.

UNITED MUSIC STORES

619 Cherry Street 225 W. Mulberry 84., Philadelphia, Pa. Baltimore, Md.



OPTIMISM IS DOMINANT FEATURE OF PITTSBURGH TRADE

Dealers Manifest Determination to Go After Business-Leading Trade Members Review Present and Future Prospects-Standard Co.'s New Home Near Completion-News of the Month

Proceedings of the program is the descript cature in the talking more ne fraterm to the late of the and view to smoothing News non Wigh the past tasky month were not and the state of t and a comprise to the ground sentiment of Or having the time to the term of that they year such effectiones in this leaders as d & 16 1

At any there is more presented determ arithm of the sur of victors dealers to the state of the state of the base the demonstrated by the lesson is that was Fralled the arekart to days promite Christmay By the of the rescorper as an advertishes include and creatal zing of prospects a number of tall use may use dead is were chalded. to till by it looked it a poor belifay season and our year an appetative one

Slackness in Steel Trade Hurts Business

Many beiles are a extremely optimistic as for as the business options for the next as or eight months is concerned. The prosperity of the talking nuclical trade in this section is hased on the meesure of activity that prevails in the ron, deel, cold and color industries. At present the operations on these respective lines. or trade are rather beatant. While enders are long books? by the long steel compares these are not or suffice to yourse to loop the nails. operating at anything like normal capacity. The expectation of the independence is that with the advect of the Spring morths enough orders will have been be osed to justify a real cosmiption of the national Hes will, in turn, st mulate business of all kinds here

Evans Anticipates Good Victor Trade

Thomas T. I vans, manager of the wholesale Article department of the C. Blober Co. is in the opinion that there will be a very sairs factory volume of Victor business handled the next three or four norths. He is strongly of the opinion that the era of good bismess is in sight and that it will be the progressive and compaining dealer who will obtain a generous stanced business during the next twelve months

Chorge H. Rewbridge, manager of the whele sale Victor desartment of the W. P. Frederick France Co., also is anterparing a brisk season alread for the Victor line.

Good Business for Columbia Dealers

S. H. Nachol, manager of the Pittsburgh oftives of the Columbia Co, said "We are above lute behavers here in the garmanenes and contained prosperity for the Colombia line is the territory. We believe that there will be a revival of linsings, conditions soon in a fushing or swift, but moderate and steady, that will be last ing and visity the retail talking machas mer class in making plans for percessia his busines capacity. The name of the plus court astrict ere an infair the indicates of general liesmoss conditions here and when they are ruming full all other bies of trade prosper". Mr. Nachols stated that he was conscioed that the new year would be a prosperous one for the Culumbia desters

Scanlan Forecasts Brunswick Outlook

J. A. Scanlin, manager of the cales depart ment of the Phis nigh once of the phonograph division of the Brunswick Balke Collender Co, in a torreast or the year said. "We are prepared to give the Brunswick dealers the last of service and to improve it, if pass le-The outlook for leistness is good and we behere that the Britisherk phonegraphs and Lemiswack records will attain note popularity carries the coming year than ever schore. The standing of the Britis-wick line of this territory is assured and our dealers are highly carryled (Contributed on page 82)





OPTIMISM DOMINANT IN PITTSBURGH

1 / 1 / per 81 /

of distributed and the price instailed of distributed and the second states and the second states and the second states are second states all the second states are second some and some distributed and second seco

H. J. Brennan Comments on Business

I have a subsequence of the last special factors of the second of the se

Gately & Fitzgerald Feature Pathé

P. S. Meching Joms Dawson Bros.

List a Marie there is not said.

The said the said the said.

Bible Classes Give Victor Concert

 Centre Hone, in which two Victrolas reatrood. When the entertainment closed one of the Vatrolas was presented to the men's total only ward and the other to the wemen's and, together with a number of Victor records.

Talking Machines for Home Inmates

the total of lary of Constraind County, at failthe, I'a, may recommendation to the court made the observation that it would prove adviss a deject the county commissioners to purchase a tera falking machines are records for the iso of the samates of the Limberhald County brone. At Pottsyrh, Pa, the Schuylkill County Grand Jury made a like recommendation sometime ago. Public spirited men and women at leading, but has some nonths ago, presented two vactors, to the Berks County Home, with a large assortment of records.

W C. Dierks Receives Present

W. C. Derks, treasurer of the C. C. Mellor C., was presented with a handsome desk set for a Christinas got. The arrangements were made in Mes Hyams.

Talking Machine for Restaurant

The Fulton Careters, one of the large downtown restaurants, located in the bulton Build will havenstalled a talking machine in the main drawn room.

Passing of Joseph E. Hardwick

Justific I. Hardwork, a well-known nun-to dealer diel at his home in Uniontown Par, on Disconder 20, aged forty six years. He had a respectable on at the Uniontown Prospital for Ir new ovar at the small tree on his right foot at was taken for a in Christmas Day, apparently on the road to health. Death ensued the following marrians. His widow inst five that dien survivo.

Mr. Hardwick, who was a veteran music crehant, familled the Acohan Vocation and hardson records in addition to a line of planes.

Standard Co.'s New Home

He sho dard Talking Machine Co, Victor extranter will non open its new home on Econ accorde which is new receiving the taish and tenders at the hards of the painters and new actors after baying been remodeled. While ready for the formal opening the new hadding will a one of the thest in the city. A que tactions will be employed for giving

the second floor will be installed a large room for the use of Victor dealers for holding meetings, etc. The omices of J. C. koush, president of the compact, will also be on the second floor. The offices of frem h Nestor and Walface Russell will be on the first floor. The holding at the extrame will be monly decorated and will form a most titing entry to the store a complete printing plant will be installed on the first floor. Ample tackities for railroad service are secured from a siding that is approached from the second floor and where two cers can be infeated simultaneously.

Bright Outlook for Sonora

H Miller Miller, manager of the Source Phonograph Co - Pertsburgh ofaces, is viewing the New Year with complacency, stating that the excellent record established by the Sonora in the past justilies the expectancy that the public will esert use to buy freely of the Sonora inc. Mr. Miller is an advocate of the period models and believes that the Sonora dealer who makes a specialty of placing Sonora period models in the homes of his patrons will score heavily in sales records.

Clark Co. Secures Vocalion Dealers

The Clark Musical Sales Co. Veolian-Vocalion distributor, is preparitie for a brisk season. A number of rew dealers have been bested during the past few weeks and the management here is consident of securing a good share of husiness in 1922.

Victrola School Contest

The prize winners in the Victrola school contest held by the educational department of the Johnson Music Co., in which a number of essays were short teel, have been announced. The title of the c-says submitted was "Why Should There Be a Victrola in Every School and Home?" The holges were, Mrs. T. C. Donovan, president of the Tuesday Musical Club, Ralph Lowards and Carl Bernthaler, of the good missic committee of the Musicians' Club of Physburgh.

The first prize of \$20, in the sixteen to twentyone year old group was awarded to Curt L. Blumer, of Millya'e, aged nineteen, who attends the Pittsburgh Academy night school

The \$10 cash prize was given to Miss Katherine by Dunning, or Asprovall, and rateen, of the Aspinwall High School. She was entered in the drivin to fifteen year old group.

In the up to ten-year-old group the \$5 cash prizes went to Katherine Swanson of Homestead, aged eight years who attends the Fourth Ward School, and to John Reas Insher, aged nine, of Ingram, who is a student in \$1 Philip's Parochial School, Crafton, Pa. In the latter group the two prizes were awarded because the judges couldn't decide which was the better.

Good Edison Trade in View, Says Buchn

A A Ruchn, treasurer of the Buchn Phonograph Co., Edison distributor, stated that all indications pointed to a very satisfactory season ahead for the Edison bur



MICA DIAPHRAGMS

Absolutely Guaranteed Perfect We get the best India Mica directly. We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

TRADE PROSPECTS IN SOUTH AFRICA

American Consul General at Cape Town Furnishes Interesting Report on Condition and Outlook of Talking Machine Trade

Alfred A. Winslow, American Consul General at Cape Town South Africa in a special report to the Latking Machine World regarding the trade in talking machines in his district, states that during the year 1920 the total imports of phonographs and gramophones into South Africa were valued at \$307 km. Or thes amount the United Kingdom was credited with \$243,000, and the United States with \$67,000 Fig. bulk of the importation, the United Kingdom consisted of American phonographs and gramophones manufactured in England.

The cistoms duty on phonographs and granophones imported into South Atrica was 25 percent ad valorem. A relate of 3 per cent is granted on the maritactures of the Unit d Kingdom and reciprocating British colonics. Phonograph records are subject to the customs duty with a light relate on the manufactures of the United Kingdom and reciprocating British colonies.

The ligher grades of phonographs and gramo phones are becoming very popular in South Africa, although the cheaper grades particularly from Germany have been finding a ready sale in this country.

The following list of names of firms importing phonographs and gramophones into South Virica has been furnished by the American Consultanceral, Cape Town, South Arrica American consular officers in any foreign city will birmsh such names directly to any American brut or individual addressing them

P. O. Box 174, Forrests & Co., G. R. P. O. Box 88; W. Duncan Grav. P. O. Box 1544; Perry & Co., 104 Added by street Petric & Son. 4. Bartack street; H. Polhack & Son. P. O. Box 227; G. W. Price & Son. P. O. Box 278, and R. Muller, P. O. Box 133.

SECURES AGENCY FOR MOTORS

William Brand to Handle Lindstrom Motors and Diaphragms in This Country

William Brand, who for a number of years has been connected with several large organizations in the talking murbane industry in the capacity of saids manager some time also opened chiefs at 27 last lawrity second street. New York City, where he has been successfully conducting a distributing liminess. Mr Brand now atmosphere that he has seenfed the exclusive and ey for the Carl I, indstrom Co., of Germany, manufacturer of sin, 'e spring motors and must displicage in These motors are of several designs, thus placing a single spring motor in the manufacturers' hands that can be used in several types of talking machines.

INCREASE CAPITAL STOCK

The Clar on Record Co. of New York, bas mereased its capital from \$5,000 to \$100,000.

A new Victor department was recently opened by the Hausman Drug Co., of Trindad, Col. Modern equipment has been installed and the department is a feature of the store

NEW OKEH "AD" MANAGER

John A. Sieber Appointed Advertising Manager of General Phonograph Corp.—Well Known in Publicity and Dealer Service Fields

John A Sieber, who has been associated with the service and publicity divisions of the talking machine industry for many years, has been appointed advertising manager of the General Phonograph Corp., New York E. I. Sampter, who was formerly advertising manager of the company, is now doing special work as an assistant to W. G. Pilgrim, treasurer and assistant general manager of the company

Okeh dealers will be glad to hearn of Mr. Sicher's appointment to the important post of advertising manager, as he brings with him an intimate knowledge of the dealers' sales and publicity problems. For several years he was associated with the dealer service department of the Columbia Graphophone Co., and more recently was head of the Okeh dealer service department. He is planning to give Okeh jobbets.

and decices max nones of persons of a contraduced shortly

WILLIAMS REVIEWS HOLIDAY TRADE

Head of G. T. Williams, Inc., Believes New Year Will Bring Increased Victor Trade

Autor distributor is Bono is a more mentic supon the holides of a large of the Brook's reduced and the contribution distributor police. On the metropolitan distributor police is a second demands distributed by the large of the result and the end of the goods accordingly. Thus, however, we are the meaning the thorough enough to supply consistent accordingly by the large of the second second barry by the second se

"During the commentation has been a similarly other back will down a gracial improvement, with a matural further column being the retained for the repairment. The relation planned in advance to meet mediance superior."



Durable — Clear Tone — Musical

FOR JANUARY

New Music for the New Year will be found in this month's list. Get acquainted with these records. Send an order to-day and prove their worth to your own satisfaction.

3033 Oranov Song (Young Lewis-Aket) Charles
Vical Georgia Rose Song (Scottisan Fisher Rose)

(Sarles Harreste On bestre Acc

3034 | Brother-Law-Ooma Stars Fixtent (Ber Inst Land Lines I Committed Jackers More Many Tomes? Fixtent (Harmone Blacks School)

3535 Winner II to Gat to Mann "Em, Tant's All)
that threater cantor heater, Halon's Finky

\$156 Stack of Barley, Inch Beel According and 1981 WeBun's Reel 1910, Beel According and Plane

2017 | Dust Like a Saunbaer him to Cheff and 2017 | Diordine Saudine Daties Orchestra 1851; | Weep No Mare, No Marinny Fisch Clara-Stitchen Pollurb Gentule's Dance Or bestra

Stars For trot (Stoltz 1 Haderman's the lost?)

1829 - In Hawaitan Melady Book to the his his little for the land to the land

Shell | Want My Namery | Fourt | We | r and | Heat | Need in You | Fourt | Property | Shell |

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A Command to part Vocate of the late of th

Morains, Neon and Night Port I Har of the Article, Company's 1886. I Har of the Morains, Baon and Night Port II Har of able Artifles, Company, Red

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St.,

New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

Illustration
of
Snyder Music
Company's
Establishment,
Wilkes-Barre,
Pa.



Van Veen designed and furnished all except the four walls and roof of this establishment

Van Veen
Hearing Rooms
Record Racks
Counters
General
Accessories

Van Veen Equipment Service

Complete in Every Detail

It is well known in the talking machine and musical merchandising trade that Van Veen service includes full and complete equipment. All incidental appointments, such as general alterations, lighting and ventilating fixtures, floor coverings and the accessories required in connection with Van Veen hearing rooms and store equipment, are supplied by us and designed to meet the special needs of each individual installation.

We feel that the trade should know how complete an equipment service we render; how painstaking all our efforts are to make every detail of your musical sales room perfect. Quality and fitness come first, prices are no higher than catch penny jobbing products sold without consideration of their suitability. This complete service is not conducted for profit, but is part of the work we feel our customers are entitled to.

A few notable examples of this feature of our business are installations of complete musical merchandising plants for the

Columbia Graphophone Co., N. Y. City and Branches throughout U. S. Hardman, Peck & Co., Brooklyn.

Bloomingdale Bros., Third avenue, Fifty-ninth street, N. Y. City.

Frederick Loeser & Co. Fulton street, Brooklyn, N. Y.

Snyder Music Co., Wilkes Barre, Pa.

Sonora Phonograph Co., N. Y.

Brounstein, Blatt & Co., Atlantic City, N. J.

Baldwin Piano Co., 142 West Fourth street, Cincinnati, Ohio.

James A. Hearn & Son, West Fourteenth street, N. Y. City.

G. Fox & Co., Hartford, Conn.

Jerome H. Remick & Co., 240 State street, Chicago, Ill.

Griswold, Richmond & Glock Co., Meriden, Conn.

Landau's Music House, Wilkes-Barre, Pa.

We have quoted above the users of some of our large complete installations. The smallest dealer is assured of the same careful attention and the same low prices, because it is only by this policy of fair dealing that Van Veen & Company have built up the large business they now enjoy.

Van Veen hearing rooms have established a new standard of efficiency. The old joke about blowing smoke through the cracks has been applied solely to the product of others since Van Veen equipment has been available.

Van Veen patented construction positively eliminates open joints by reason of every section being made in one piece. Van Veen double construction is air-chambered throughout, making the rooms more sound-proof than any others on the market today.

Van Veen record racks are all wood. We are replacing many of the racks made by others, of partly card-board construction, now in use by dealers.

To sum up, we have been directly instrumental in bettering musical merchandise equipment and at the same time have established a standard of low prices which makes us fearless of competition and makes it possible for the dealer in moderate circumstances to have first-class equipment. We give direct and intimate service to our customers, handling our trade directly through trained and efficient traveling representatives, eliminating the annoying red tape of buying through branch agencies, thus saving to the dealer the additional jobber's profit which must either be added to the price or taken out of the quality.

Many of our customers have been saved the cost of expensive blunders; making changes and alterations to their plans by the advice of our traveling representatives.

A letter, telegram or 'phone call will bring our service to you.

VAN VEEN & COMPANY

INC.

Principal Offices

IMPROVING CONDITIONS HELP BUSINESS IN ST. LOUIS

A Year of Unevenness Went Out in a Blaze of Glory-Better Feeling Regarding the Outlook for 1922-A Time to Resolve to Do More and Better Business-News Review Shows Great Activity

St. Lotts Mo., January 3. First to lat, 1921. was a year or ups and downs in the talking machine business, and with a tendence toward dragginess during the greater part of it, but December business, which was more than book, went a good way toward making amends for the shortcomings that had gone before. The talking machines, during the year were in pretty much the same situation as berell the planos the year before. That is, they discontinued sellmg themselves and the lob of siding them be came more singly difficult. All of the distributors and dealers did a fast business, but they had to work for it. It was largely a conso-c year, with the demand for period models growting as the year passed, and being strongest in the pre-Christmas buying Stocks of retailers in St. Louis and throughout the St. Louis trade territory are understood to be low In not a few instances they got so low before Christmathat hasty replematiment was necessary. General conditions throughout the southwest, which were not the best during the greater part of the year, are improving and tastly liberal buying by refulers is expected in the early months of the new year.

For the most part merchandis ng holds to the necessity basis which has obtained since the reaction in general lu-mess commenced in the It all of 1920.

Brunswick Salesmen Meet

An end-of-the year meeting of Brunswick -alesmen was held on December 30 and 31 at the offices of the Brun-work to him, under the Assistant Manager Bennett Recognition of the Silvertone Music Cogood work during the past year was a corded and plans for the conount you outlined

To Decide Fate of Association

The fate of the Music Merchants' Associa tion of St. Louis, with its large contingent of talking machine distributors and dealers, will be decided at a meeting to be held January 18 at the Statler Hotel Rudolph Ganz, new director of the St. Louis Symphony Orchestra, and Arthur Games, manager of the orchestra, will be the guests of honor. Both will deliver addresses. Afterward the members will discuss whether it is lest to continue the organization or let it expire. A handsome souvement of the meeting is bring propared

New Dealers for Granby Line

H. J. Arbeckle, manager of the Widener Co.,

says the wholesale business in the trianby line, which was taken on a few months ago, is going big. Accounts have been opered with twelve good retailers in St. Louis and a good trade has been seemed in the country. E. W. Schir maker, factory representative is working city and country

Miss Luranic Merritt, for the past two years manager of the falleng machine department of Seringes, Vandervoort & Barney, and for minyears connected with the department, resigned Describer 31 to prepare for her marriage Jan gars 24, to F to Abbott, a whole-ale druggist of Minneapolis Mina

Reports 100 Per Cent Increase

Manager Ennis, of the Stix, Baer & Fuller talkong machine department, feels that he has a right to be satisfied with 1921, since it registered an increase of 100 per cent over the business of the preceding year

Manager J. F. Ditzell, of the Famous & Barr Co talking machine department, says business got under such headway during the year that at could not stop at Christmas but kept right on through the holidays and into January

Silverstone's Edison Concerts

The Silver-tone Music Co. has been giving a series of Edison concerts at the various police statums and for various organizations, with a total attendance in one week of 2,207 people

Mass Frieda Meyer, formerly with the Sover stone to, but who gave ap work for a while is back with that company

direction of Manager Robert W. Lavasen and Spencer December 17 at the concert hall of the bug to coat one this efficient siles method had to

New Year's Resolutions Worth Following

Spraking of New Year resolutions the Kocibut Brenner "Red Scall" for January has this:

"January the first—and a time for making promise. What are you going to swear off this year too much caudy too until temper too little sleep mist the same as last year? Seltish resolutions, merely intended to benefit and aren't threy r

"Why not try a new kind this year, a perfectly unselfish resolution for the benefit of the General Public at least of the General Music Buying Public?

There on the table before us are laid two linge sheets of paper. One is a mass of figures The other is a beautiful white expanse. The ngures are the numbers of the records we sold

lock year. What a fact they bill to cold and ion to be of the above and tensoral plants. and a lot longer tale or the sales of a first totth for one the hest die ver black with me's more rounded from the conothers, a more cheerful amount on a disard orbilly, but the care there to be present as good aplack of the age, only how to the to length a config.

"Drow, for our resolution that back the above pare will be covered for 1922 v. Si type of a represent the manifed hopping of a feet of the us remove that every per on who was a linear fact with its sor they year will colly a cap the effect of our chort to have been been trailing

Some Columbia News

Dealers in St. Folks best in the first page. ricular stress in their average or the Stark," the most recat Columbia record rehave It is expected that the practical to of The Sheek, I believe a moon and moving picture play, will be stone's rote to the fire coming sales of the rearrible Mr. Mr. Sar, of Rolens & Millilan Marphy boro, Ill, was a visitor at the St. Louis branch office of the Columbra last week. Dealers in this territory report excellent Christmas sales Interest in the improved monthly Wandow Deglavy Service for the New Year has been clearly crown by the many new subscriptions. There has been a substantial reduction in the service facting with the January rumber. Record sales in St. Louis Lave "commusually heavy throughout the past month

Some Brieflets

Joseph Hoffman, the calebrated Columbia exclassic artist, appears at the Odeon in St. Louis January 23

Bushers conducting sud-hystruck campaigns A successful tone test was given by Elizabeth - have had such good results that using are gonitely. Period models have solu unusually well during the holday season.

> Sington twenty may was a good year for tar Vocation and December was a good month for it, sar - R A Johnson, Local manage. In the wholesa'e division the showing on records was particularly good, in fact better than was exproted.

> John Stevenson, formerly with the Wurlitzer Co, at Spreigheld, O., has joined the Vocation organization in St. Louis, and will travel in Missouri and Illinois for the whocsale depart-

> The Boot Music Co., on Champa street, Denver, Col., has erected a large electric vign on the root of its quarters which can be seen for many block. Victorias are hand of here





The many admirers of Charles Hackett will want his latest record, "Could I," a sweet love ballad. The popular tenor at his best! Add this new record to your order. Columbia 49936.

Columbia Graphophone Co.

QUALITY PRODUCTS PREFERRED BY SAN FRANCISCANS

Period Style Machines and High-class Records Have the Call-Several New Stores Opened Recently-Ready for Tour of the Victor Artists-Business Outlook Viewed Optimistically

S I. (p.p., & Heir her its in the complete mention that process of the second second second reserve to the contract of the state of tyre of a cost of the war that cost and the state of the section of the to a trace the second section of the second section is Angelia and the second of the The state of the s Straining a second operation of real winter full S' ch l'et '(1 { (1 e) ' 1 th, and the second section of the second section section section sections. m, i day care and think the

New Miniggr Pleased With Results

Princess Watahwaso

Appearing in Costume Presenting



Indian Songs-Dances-Legends

A LIVE VICTOR ENTERTAINER FOR VICTOR DEALERS AND JOBBERS

The state open or a port pro

Booking Now for Season of 1922

Watahwaso Studio
New York

This teatrod, who has a respect the

With implication Calleran, alex engines of the Bos And a company was a thick retail to the earth of the first or the order of the Back to Brist of & Course Course the Back to Brist of & Course Course Back to Back t

opered a most store on the rater 15 at 1218 State street. Operers to remove was very excountries. He company terms to king magnitude a receivables.

Max Wetans, there of Vill Veler, Carlindon in care of the discovery to Maximum dealers, at fold that

Ready for Edison Tone Test

Be ongoine will a crowy of the Spang of the terms for the terms of the terms of the terms of the beauty of the terms of the North-Arms of the terms of the terms

Stores Adding New Lines

the Plance of Sun of Value a taken on started at the action to the contract of the Contract of

Serro Kiros deder z menedin, retan ar Walisa talora, akar sari di ne sakiro a serro ar Aritus sares waren salo alsali a Benjara in ini.

R C K c, 135 1 c ablinarager cath c case A 3 color 9 color 8 come Clas & C c 2 case pt d c pertent or the Caseling c color Color at Trans Market Co., or c color

The character of the season has been specially as a second of the contract of

Charles of the second comments of the second comments of the second comments of the second continue to the second

Andrew McCarthy Optimistic

The American department of the American State of the

& to, some ap the besoness situation thus "In California to the in the large Coast's dire and in the interior district, we have empoyed a very satisfactory holiday business and I think it will be found to be about up to normal. The situation here is much better than in the North, and we have every reason to expect a steady improcement of fullanz machine business all along the line. In regard to the exclusive Victor dealers experience has surely proved this year that the policy is a wise one. We have the most gratifing reports from all the exclusive Victor dealers. It pays to concentrate on one line."

Ready for Victor Artists' Tour

Bills Morton, manager of the retail Victor operation of Sherman, Clay & Co., is enthusiastic regarding the coming tour of the Victor Light, the artists supreme, who will give a series of concrets on the Coast very shortly lights arranged already for recitals at Presno, Sacramer to, Steckton Clakland, San Francisco, San tost and Santa Rosa. Mr. Mounteastle, who represents Philip W. Simon, the manager of the Victor Light, has just been in San Francisco making arrangements for publicity in connection with the camerit tour

High-class Products in Demand

I I Black of the Wiley B Alten Co San froncisco, says the general average of talking suchare business of the various stores of the company has been most emouraging for the liderary. In some stores the buying was very "spectiv" or spasmodic but there were many surprise sales and high class merchandisc moved tery well in most of the stores. The Christians decorations in the Wiley B. Allen stores very most artista. Mr. Black says business for the year as a whole is not quite as good as the year helory, but the volume of sales on the lightest class of goods has been very satisfactory.

Okeh Records Please Purchasers

Kotter & Caa , in San Francisco and other sairs, found the Jeman's for Bernham phonographs and Olech records very gratifying during the holdaes. The dealers are pleased with the promptness with which they get the newest and most pepilar mesic hits on the Ozeh records

The Paramount Photograph Stop, Sixteenth and Cleveland Plant Denver Col. is entaged in an extensive advertising campaign watch is getting results.



A TRIO OF INTERESTING CATALOGS

Starr Plano Co. Issues New Volume Devoted to Starr Pianus, Players and Phonographs, Together with a Complete Catalog of All the Gennett Records up to January, 1932

the Som Pino Ce, Rounond and Inc. started the New Year raght to issuing a time of very after of the catalogs, one deter define Stans plantes and placers, another to the Stee phone imple in the transpit prints

The phone graph various is a anchor and at traction in extra photographic electrical in great deal the varous madianal returns of the Starr, the ther with Sister and the projections the matter overlag the several mode and State phonographs, to make the contine to the c'aborate consche (code). Par sheware melinfesseveral upright period styles that so significaattractive

The record car dog has been extern a competol, and melades the complete lists of tenants reends up to and reducing January 1922 a show galate, at I sussemple that a walley s carefully class to discontinuous at the records of various series and the recordings of well known attrata may be found without diments. I so volume is californed with an ording marries. of untillers of the Petter knows arests and musical cruan zations who record for the Core nest records. A long hit of terminal targette records is also included in the extensi

The prane and places established selection to practreal in every sense. There are to a class in text telling of Start ideals and the progress. made in developme start traces and prevers. and the balance of the column is decord to illustrations and descriptive matter to the varous Starr made places included the Starr Colo. cert Grand, the Parlor and Minon Grand, the Starr, Richmord and Rommotor player planes. and several models of Serve, Radonal, Travers and Remington places, dien trumer's well a di favoral by known in the trade. The caused in of the sort calculated to intensit the progression the extractional constraints as well as a fine large tory of the house and ag them,

"SOUND" TO EXTINGUISH FIRE

Prof. Hilton I. Jones, of the Oklahoma Agricultural and Mechanical College, Makes Some Interesting Acoustical Demonstrations

Keeses Cerv. Mo. Januar, J. W. wallere is a big fire find out the flame took and call a senphony on bestra mare door the fire department.

Prof. Hiller I force channels, head or the Oldahorm Agricultural and Mechanical College temorestiated subjection follow to the conlete H let the aid erec 'me a flame 'sing' and their put it out he sorme

"Extinguishing a fee loss and is easy who a the horomy substance is known in Carbon there ts outs one charger such as hydrogen," in soil "The flame is extengues and when the neutral zings tone is produced by an ear-our sound was reare flattened out. We home to Bene time the turning gas is could immediately to a point below the muston temperature and the fire p-O131 1

NEW MANAGER IN SHELBYVILLE

SHEDEVERTE IND. January 4-The Cory Inc. titure Co has amounted the selection of I Edward Briggen an as manager of its consider department. Mr. Briggenian was for many Mats connected with the Pearson Paint Cols. -tore lete and prior to capping here he was with the Pearson for as a salesman in Kokomo and in Columbus

The Grafimula Co. of New England Buston. Mass, has seemed a long term lease or a store at the corner of Tremout and Avery streets





รฐรฐรฐรรรราช เพราะพาการสาย เการาร์ เการาร์ เกราะหาวราช (สาย เการาร์ สาย เราะหาวาราช (สาย เราะหาวาราช (สาย เการาช เการาช (สาย เการาช เการาช (สาย เการาช เการาช (สาย เการาช (สาย

Superior Universal Reproducer on the Edison

Continue of the Antonio Figure

Superior Reproducer with Mr. Connection for Islam Sample Pernad to Double \$4.75 Naker | St. 23 Gold Reput Praces, \$7.50 Nucled \$10.00 Guld

Some of the second BARNHARTBROTHERS & SPINDLER Monrow and Phroop Streets, 4 HR AGO

R. B. CALHOUN OPENS NEW STORE

Dickers In Parkey to The Calcory Music Store HS Lost Will affect the city was ere of teenty 5 R P Cithour He various Petros Cares and deplay room are to she had and the state of a second continuous stad percols a size than a pearson to hanica to forchis a differ land a conglete - ak of sheet an op o choult.

FINE NEW STORE IN DENVER

District of Britain to The British public in toto the charge of ashmenters the characters is the Miss I. Governoon Market Co., Enfrechth and Eleveland Place A para coleration and dedefinition of a conservable patricipal or the operation highly by related to following mhore est que ve's hipting

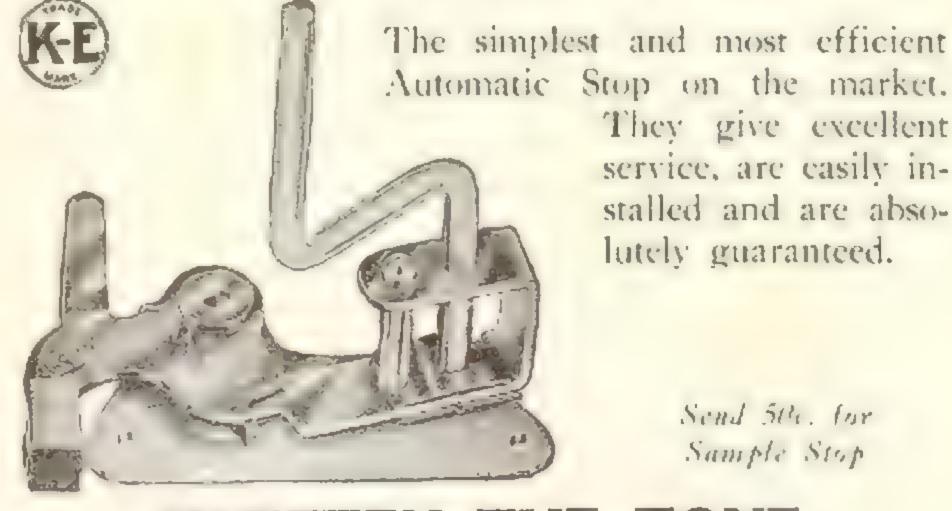
HEIFETZ PLAYS FOR BLIND GIRL

Victor Artist Plays Strangest Concert of His Career With an Audience of One, Miss Helen Keller, Famous and Accomplished Blin I Girl

It at the best of the terms of fillight young viet of and hoter on the certly prived what was group to the transferst and at the same time one of the and top to rate. concepts of asserts. Desputation consider or one per on, licker by ser, the most cele rate! deat blend and tormedy during the comtre and the setting was the suite occupied by the art of a the Brown Heat I

Miss Keller placed her seems to more under the busy of He ese's Stadyarus with be three and this listered and we seem allow the play ne of "The Hymn to the Sun," tron the cover a "Text out of the "

AUTOMATIC STOPS



Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

> Send 50%. for Sample Stop

SWEETEN THE TONE



with K-E and Simplex Circular Record Cleaners Reduced Prices Big Profits Write for Particulars NOW

KIRKMAN ENGINEERING CORPORATION 484-90 Broome Street

New York



MR. JOHN D. ROCKEFELLER MR. ALFRED I. DUPONT MR. HENRY FORD

-Have Equipped Their Phonographs With

THE SHELTON MOTOR

The Perfect Motor for Phonographs
EDISON and VICTOR DEALERS! ARE YOU INTERESTED
IN SELLING THE BEST?

Owners of chonographs throughout the country have been quick to see the many adventures of the compact little Shelten Motor which transforms any phonograph Edison—Victor Columbia—ento an electrically driver, machine. There are more than 20,000 satisfied users teday.

Can be in talled in a minute. So small it will lit in your pocket. Interest or name to be of self. Cost of operation less than five cents a month. Never gots out of adjustment. Communicated indefinitely

Exceedingly simple to operate A light push on turntable automatically turns on current. Motor always runs at even, uniform speed, which insures perfect musical reproduction. Absolutely a raction.

Your customers will want the Shelton Motor when they see what an ideal addition it will be to their machines. Takes only a mount to demonstrate its superior points.

DISTRIBUTORS EVERYWHERE

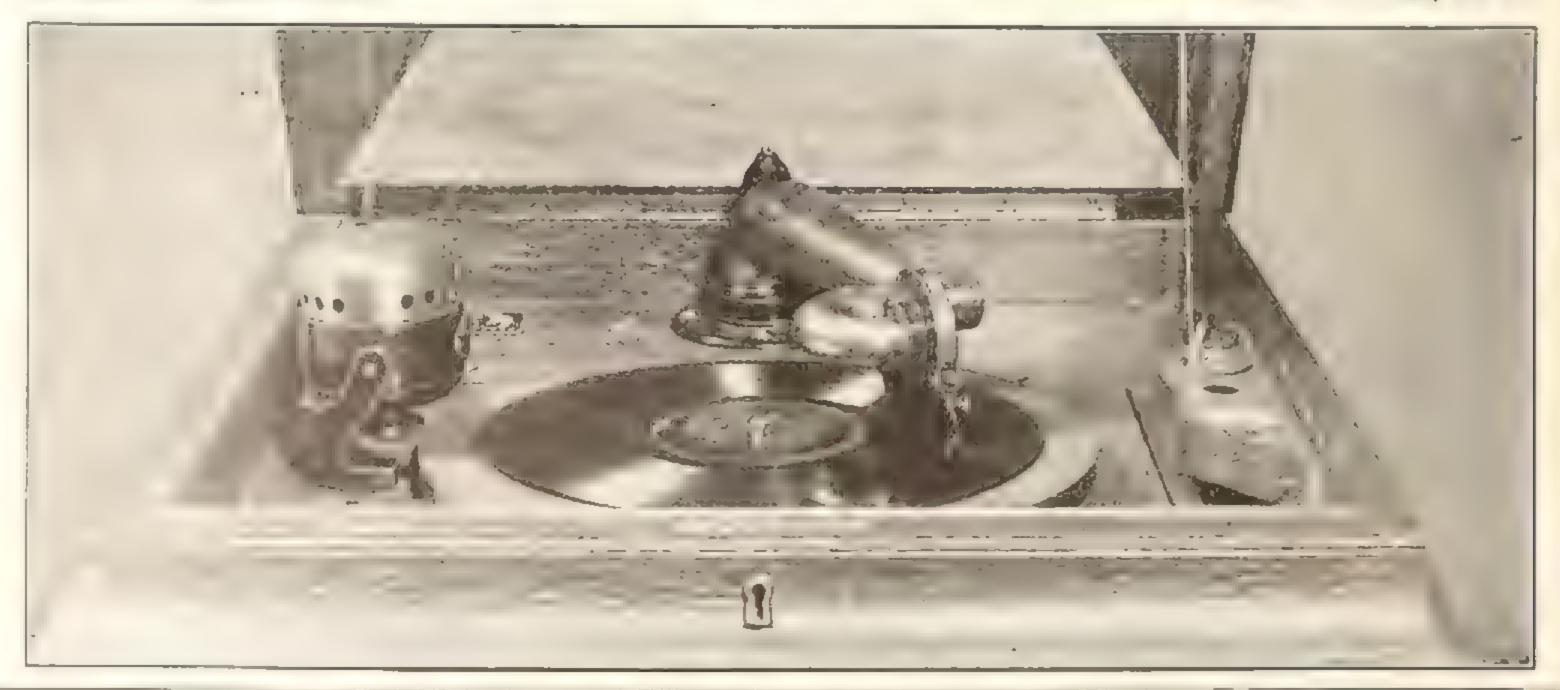
Write us to-day for the name of the nearest service agency

Eliminates Winding-Never Runs Down-Noiseless-Not a Winding Device

SHELTON ELECTRIC COMPANY

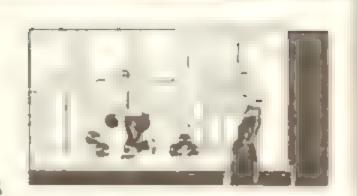
16 EAST 42nd STREET

NEW YORK, N. Y.





Robert Gordonis Page-



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Helping to Make the Passer-by Buy

Somethine in your home too 875.00 that does well to use a wholew arranged as follows to counterfet this too have the renter of voor window place the largest floor morely on hore. From this model, arranged in a semi-citcle grading down on hore from this model, arranged in a semi-citcle grading down on hor sides, should be cheaper models, and in the most of the notion hor two with the two with the two one cas should be placed small partable in this to large sign should be placed in the center of the floor (xo so that on the floor hearing the words "Which of These Machines May We there in Your Home?" On each machine should be placed a small not year and hearing just merely the produpt month to recomple, "Sloper month." Such a way low will strange month to example, "Sloper month."

MRY dever attraction and the property of the good for As moderate expense in the following matter. Take the turns table of any machine that you have to a tinsuit. The count solver onto the outside metal flat ge of a a sixen historical country, so that it projects about one quarter of an in history the test of the time table. After replacing this turntable of est of extraory lighting outfit which is used to allumbate the mentable of the medice. Ranone wire in contact with any metal port of your mover, such as the crank-haft then place a wire so that as he to really revolves at strakes the copper strip, thus to ming a considere copyrite test and electric motor or winding agrantes in a leastland to machine will run continuously. Show down the spill so do the revolutions are about thirty per minute. That a prece of white car lbook the secsize as a record, and print in large black letters the minic of your store, and underneath if the words "Extends Real Service" Planthis cardboard on your turntable. An appara is of this sort, p. cod in your window at regist and let to run commonsts, will only cont you the price of a battery occasionally -vet it will stop the pedestry in and attract considerable attention as it if tele-

Actually there are very tow was a large leasure assuming can extend any invitation of real lasers have opposed to extract one of real lasers have opposed to extract one some some lasers of the history of interpretable and have a considered by several mereligints in the indicative of interpretable in large length, and conception of the second considered of the second of extending of the following should appear. "It is with the released extending of disable one hospitality and counterly that we often to open up a charge account for you, so that you can pure asse, at your convenience, have records which you may desire and pay for them in either the beat at trouble of waiting for change after proclassing records on the up to make change on C.O.D. deliveries, can be evenled and the way will be pleased to open up a charge account for your was every you may desire." Send this to people who pay their his charge on talking machines with regularity; also to those proceed a very community whose reputation for credo is uniquestioned.

PRINT on cardboard stock, postul or I size the resemblance of a theatre ticket. On the part ruled off in the stub print, "One ticket for an enjoyable evening at home." On the main part of the ticket should appear the following. The highest class professional talent producing medley, jazz and opera can be furnished for your private entertainment at your own home." Then to large letters, across the hottom of the ticket, "The smane made and the in the

top of the postal card should account to very little or your at the horton, "The energy of the transfer or a series of the world," i do not have a made or the world, i do not have a made or the world to your persons that making but

WHIN the customer has selected to be a rough which in which is a cord cary to release which you may care to pash of the review in the negative place has record on the machine, starting it a very "Lasen to taching wrap up your schedions". The care man, having rothing each to do while waiting for the records to be an above, will after hear to be each from and on many opensors particles in at the partial common of it, due to the fact that the particle of confidence of it, due to the fact that the particle of confidence of it, due to the fact that the particle of its advantage of a round frought exceptional seturns.

Many shelves and which you record become of the infolowing study, which will sell quite an extent to your think a fourowing study, which will sell quite an extent to your think a fourowing study, which will sell quite an extent to your think a fourowing over it with the brush, the total mapping the brush on a
twice conveniently breated. A small conservative and in the wall
of the broad should read TR cord benshes 50c. This will complete
the claim of psychology for the panel, see. The instention of column
that if the store uses such a brush it must be of and value. The
proceedad saves the asking of questions.

INSTEAD of a plain flat eard, git no for your sidesmen some cards which can be folded the same way as a pamphler is fill I. On the front place the name of your sidesmin, your turn, etc., the sime as on your business card. On the inside list about ton of your best-selling operation numbers. Place a capatin over this list to the as othows. The Pinest Selections From the World of Operal salso insert the number, pines, title opera, artist, Underwith this list run a line which reads: "Such Great Operator Stars as that the numes of several (Record Exclusively on Chame make) Records in this Uity."

The your have one your blooks a list of record customers that has become mactive, you can seeme a lot of good will and revive sales nacrest in the following manner: Make our a full all filled in on your regular monthly statement form. Bull in the the time name, address, etc., and when you come to the column where I traces would be repozed, fill in the morth, for the directors and little for for the rem leave a blank space, and for the dollar- and rortcolumns draw lines. At the bottom of the statem at, it or in typewriting or by means of a subber stamp, convex the following message: "This is an accurate stochant of your account. Is it our fault you do not owe us a central Is there something wrong with our merchandise, service, or salesmonship? Some, leve is something we can sell you! May our representative call, or will you be in to see as within the near fature?" Inclose it is strenger and good scrippy printed matter you may have on him i, such as a remain bull In, etc.

WHI NEVER you are using als in the newspapers, levered to a lone you know will appeal to certain people on your prospect list, you will find it very good practice to send out a regular U. S post card to people you feel will be especially interested in a given sol. Use copy somewhat like this: "Dear Friend. We are going to run an alvertisement in the New York Fines on January 18, in which we feel you will be especially interested. We want to call your attention to it at this time so that you will not mass the important message we are conveying in this particular advertisement Smoothly yours, John Dougt & C., 221 Fasy strict." Oberinge theme of paper and dates to suit your demands

EDITOR'S NOTE Mr Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.

STOCKS WELL CLEANED UP IN KANSAS CITY DISTRICT

Volume of Holiday Trade Proves Better Than Expected-Prospects for 1922 Considered Good -Value of the Special Department-Selling Columbias by the Carload-News of Month

report on the Christthe bear of the first telephone and only in Fig. 1 of the name the Kansas City real restrict. Some at the political are sold the first occurs are sorced s d write, they to the fact ones for enpplace to the contraction of the sent rush orders to pit to be when were sold at Christ the option of a real country to the lath of to a server and the servers

the or or of analytic up heavily in the Sommer and all or calling models in eak, there is a door and stateman was pleased to to the first and on the marker and not been arrive and real to the tools hand and a relatively I a stock to the placer reports that his stick of reachines is letter than at this time in veits. One return who has recently moved to a little beat, is a listed him a bitspeak I am be has ever by he for and attributes it part to a trip bearing and after wand on . - P-17.

The I wes Stone advertise ! that machines or depolyment leasterns would be put on the Toberuary. His and the even had the loggest sale command meson is history.

The I W Tenkers & Son- Music Co rested age english et et al. al. and and are are in inpossible amount. nor range, and throlloged trade as a resuff. The has been a very satisfactory sale of records during the month and the plan of making Christinas gers of process or rather, orders for reports, his been a general custom dien. He had routh

The out of firthe owner is bright. There is a feeling that the first two or three months of the new year will be quest, but the expectation is that the year will show, as a whole, gradually ingroving conditions fully keeping

Kax is a Mo January 4. "Better than ex- page with the expected improvement in busis ness in general.

Looking to the Future

It is not experted that 1922 will be an easy year. If 1921 rewarded fighters it is understood that 1922 will do the same. One advantage which the talking machine merchant has now is that a better feeling exists than a year ago Then, many people would not huy because they did not know what to expect during the year to come and kept their money in their pockets, or banks. Now they know what they are up against and are ready to let loose of their money of they have it

The past year has demonstrated the value of the plan, "Sell music to a community and it will buy machines to play it on." There has been a very general effort throughout the territory to carry out this plan and the work here in Kansas City has been the most extensive In all the schools, and in numerous clubs and public gatherings, there were given imusic appreciation" talks, which have been demonstrated with the use of the talking machine, These have always been followed by the purchase of the records in some of the retail stores and eiten by the purchase of a machine

During the past muety days Miss DeForcest, who is connected with the J. W. Jenkins & Sons' Music Co, has been co-operating with the supervisor of music for the Kansas City public schools and will probably spend January in the same work. After that she will be busy in sin har work with Jenkins' stores throughout the territory. Some of the Victor record salesmen in Kansas City are counting the work done - the Victor factory before he returns in the schools as the very best kind of advertising

The campaign for 1932 opened with a concert given at the Convention Hall by the hight strated a number of times in Kausas Cits during

Pamons Victor Artists on Sunday hight, January 1. The eight artists who appeared were Henry Burr, Albert Campbell, John Meyer, Frank Croxton, Billy Murray, Monroe Silver, Fred Van Eps and Frank Banta. The attendance was very large and very enthusiastic

The Value of Departmentizing

One of the developments in this territory during the year was the practice of the dealers making their talking machine business a distinct department, whether in a music store or in some other kind of store. It is found to have many advantages. It is encouraged by Kansas City jobbers, for it has been found that the plan helps collections. Where there is a distinct department, and the money collected for the machines and records is kept separate there has been but lattle trouble in having the lab- met, and in most cases discounts taken advantage of Inthe same way the distinct department makes the dealer realize more than ever the proble he is making on his talking machine trade, and that means he will give it more attention, which, in turn, means an increase in sales

The carload Grafonoia sale of the J I.d. Black Music Co., of Springfield, Mo., exclusive Columbia dealer, is meeting with success and Mr. Black is very enthusiastic about the plan. E. R. Smith, Columbia representative, is assistmg Mr. Black

Hulda Lashanska will appear in Kansas City, Mo, and several Kansas towns during January Arrangements are being made by dealers in each of the town where Lashanska appears to he up to her appearance, through newspaper adscritising, a special window display, distribution of literature, etc.

B L Plank, of the J. W Jonkins & Sons' Music Co's Victor wholesale organization, is in Pennsylvania, visiting relatives. He will visit

A Practical Booth Suggestion

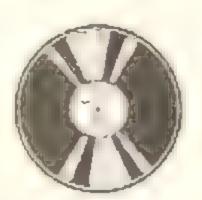
The value of having higher and lower-priced machines in the same booth has been demon-

The thousands of talking machines sold during 1921 have greatly increased the field of the record manufacturer for 1922.

> The use of our exceptional pressing facilities will help you to substantially increase your record business.

> > Write Us To-day

Samples and Prices on Request



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET BRIDGEPORT, CONN.



the holidays. A lady came into one of the establishments Christmas week with the feed purpose of Enying a \$95 machine, and practically bargained for one of that kind. Sering another type of machine in the demonstration bouth, which caught her fancy, she asked about it. The salesman took the opportunity to point out the attractive features of the machine, and the result was a sale of a machine at \$500 m-stead of the \$100 one. It was a case of "seeing and buying"

Successful Columbia Sale

The hads Bros. Furniture Co., of Lort Smith Ark, exclusive Cohnecta dealers have just completed a week's sale of Grafonolas, having purchased a carload of Grafonolas for the purpose, and report that they were successful in selling the entire carload before the campaign was over. One of the features of the advertising in the campaign was a parade of trucks containing Grafonolas, taken from the ear to Eads Brosstore through the principal streets of bort Smith. Two Columbia representatives, D. M. Guthrie and L. S. Blythe were with hads Brossfuring the campaign.

WORLD HELPS IOWA MERCHANT

L. Q. Selzer Praises World as a Merchandising Help-Growth of Talking Machine Department Indicates Small-town Possibilities

BURLINGTON, IN, Lanuary 3 — The value of the trade paper in aiding the development of a business and the opportunities contained in the small town and farming community for the talking machine business has been amply demionstrated by Leland Q. Selzer, manager of the talking machine department of the Gulick-Mc-Farland Co here

In a letter to The World Mt Selver states that from a start of two or three machines the talking machine department has been developed into a \$20,000 annual business, and this year, despite the much talked of business depression and buyers' strike, Mr Selver expects to close the year with a sales volume of \$23,000. This is all the more remarkable in view of the fact that Burlington is a town of only 23,000 population and the surrounding country is devoted to farming

Hard work, consistent advertising and the adoption of live wire suggestions contained in The World have made the department a success. The Christmas window display of this concern was modeled after one described in The World. Among the many worth-while ideas which this aggressive manager is putting across is the slogan "What Is Home Without Music." This slogan is keeping the store in the minds of people throughout the entire community and the constant efforts of Mr. Seizer to keep it before the public have been repaid in mercasod business.

RECO-RAP MEETS WITH SUCCESS

New Package for Shipping Records Well Received-Now Used by Jobbers and Dealers

St. Louis, Mo. January 4. The Reco-Rap Co., of this city, manufacturer of the Reco Rap, is meeting with pleasing success in the introduction of this package for shipping talking machine records. This package is furnished for all sized records, with metal posts to take care of from one to eight records.

The company recently issued an attractive circular showing reproductions of some of the letters it had received from prominent jobbers and dealers emphasizing the practical value of the Reco-Rap. Although this shapping package has only been on the market a short while, it is now being used by jobbers and dealers throughout the country, who find that it practically eliminates the possibility of record break age.

The more you keep your employes smiling and contented, the more money you bring into your business

S. L. SCHOTT BUYS VICTOR STORE

Mount Virnos, N. Y., Jamery & The establishment of Brodbeck & Co., established for twenty one years, and one of the hading Victor dealers in Westchester County, has been put chased by S. L. Schott, a brother in face of the Landay brothers. Mr. Schott has been in the music business for the past sexteen years, traveling to the Coast, and he is well equipped to make a success of his new enterprise.

HARTZELL CO. REPRESENTATIVES

The Hartzell Crucible Co., Pursburgh Pamanufacturer of "Black Diamond" graphite spring hibracant, announced recently that its tactory representatives are Loins A. Schwarz, Inc., 1265 Broadway, New York City, and S. E. Larrenore, 5836 Faston avenue, St. Loins Mo., This company is meeting with pleasing success in the sale of its spring lubincant, and its product is heing used generally by mainifacturers and dealers throughout the country.

APPOINTED OKEH JOBBER

Record Sales Co., Cleveland, New Orth Jerland Will Cover Very Important Terrandy

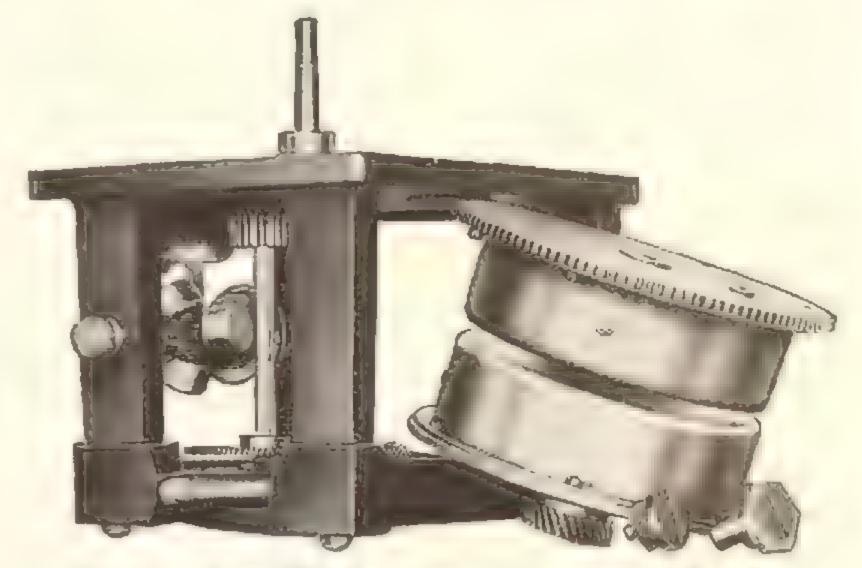
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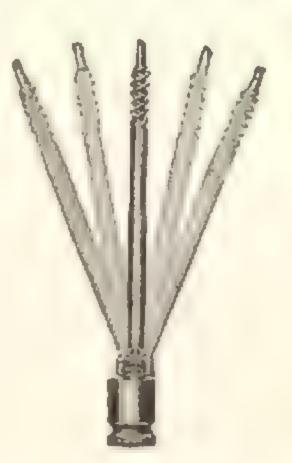
Work place there place and the

Study the SILENT Motor

Its Advantages for Your Line of Talking
Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-andsocket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

Discuss the Business Outlook for 1922

Views of George E. Brightson

the street to be about market in a contract to the contract of the contract of



George & Brightson

talking much or a annula trees who remarked that one me events well bring four the survival of the nitest in our a dustry. I said at that time that the fatest abe survived would not be the one with the largest people themselves or the largest revestments, but would be the min itselfatered in produced rand and so wherein the product possession was the dominant thought of manulative.

The medic very interpretation of the Son each thomatical to a train from endeavering to secure the largest possible outroit, but to concentrate on placing our above graths in the homes of music loving to picture of a secure of appreciate a high grade musical assertion.

For the country to a section and many expectation is a constant of the angle of the contract of the burners which

the rate trace has been subjected to because of the pression thought among so many people that must have to classed as a non-essential and is a because Successful Borts to counteract this view have been note and the Government has rate of the domestic trace of the burdens namely the five petroint excise tax.

There is every reason to be optimistic in custicing the overlook has the conving year, as as the as we are concerned, we are well assured on a sea to the breathy besiness in 1922, and much this users to in hard at the present time.

H. L. Willson Optimistic

We are come to have a normal year in 1922," said H. L. Wellson, vice-present and general means of the Columbia Orighophora to New York in a chart with The Westel. This state cent is based on the fact that there is geng to be extended in a test becomes a nordly in all industrial test of the part of the year, but there is going to be seen gradual return to remain combined when the respective we have the basis requirements for each provenent.

"The period of liquidation which was so necessary to curb the take and don common to all dust no desiring the war period List been very rearly need private with the social the yest, and I beneve we may be a steady approximent ments of 1022 to show a steady approximent



H. L. Willson

to ed a 500 the character of this aces done, and may expect 1922 figures to exceed those of our

most prosperous year during the preswar period

"We look forward confidently to a large and healthy business year in 1922, not only for our company, but for our thousands of local deal cts to whom we pledge our heartiest comperation."

J. Newcomb Blackman's Opinion

I New onth Blackman, president of the Blackman I Ching Machine Co. New York City, Victor wholesaler, gave the following interesting interview to The Talking Machine World in connection with his views regarding the business outlook for 1922.

"It seems to me that 1922 will be a year of real competition, a return to conditions such as were experienced by those in the inclusivy in its



J. Newcomb Blackman

earlier stages who struggles for success and supremacy were the order of the day

among manufacturers, to whom relief will come only through bankruptry, while others will bring about the necessary changes and reforms through a reorganization. The inture of many concerns farancially embarrassed will be defined known before the year is hair spent, he cause temporary extensions will have matured and will not be renewed, or financial aid given will not be continued if the desired results have not been accomplished.

"I look for changes in types of instruments during the year and believe that there will be a further development in new models of the so-called console type. These, in competition with the upright designs, will definitely determine which type will predominate and be most point far with the public.

Among the talking mach as manufacturers truncal strength, plus steady demand, will enable quality production, embodying quality at a list price hard to compete with. The manu-

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
Telephone Oakwood 6845

34 EAST SIDNEY AVENUE MOUNT VERNON, N. Y.

415 Fourth Ave., New York, N.Y. Tel Madison Square 6035

MANUFACTURERS OF

MASTERS

MOTHERS

FOR PHONOGRAPH RECORDS

STAMPERS

LABORATORY

A Perfect
Negative
From
The Wax

For Your Convenience

Deliver Recorded Wax

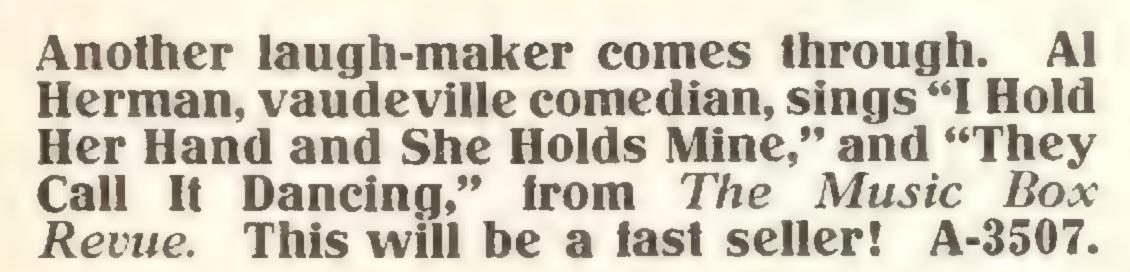
To Our Laboratory

A Perfect Positive Of The Wax We Deposit the Finest

Copper in the World

Try Us

Quality
Durability
Perfect
Workmanship



Columbia Graphophone Co.
NEW YORK



there is a such a profession of an expension of the testion of the supplier of

During hard time rain to be seen in autamed and a fall notion at the control of a seed of the control of the co

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We should avoid then not be business show the to obtain a volument of seat the expension good will add not been a first on a first will fortified."

BROOKLYN FIRMS ESCAPE FIRE

The Hecht Co department store Washi aton D C., is featuring Emerson phenographs

CANTON ENJOYS BRISK BUSINESS

Pre-holiday Sales of Talking Machines and Records Exceed Expectations—Brisk Demand for Chency Machines—Other News

the most of paratrol later grades dealers that and exactly and the new year effect with the new year amount of new research with the new paratrol with the

The sales of the ay markeness during the two constraints with exceedingly testing a styles according to C. M. Alford, and on the same to Mind & Fryar. Mr. Alford with the transfer in the marking of the distributions of the theory is the marking of the contraint the transfer in the expected to the contraint of the expected to the contraints of the expected to the contraints of the expected to the contraints.

The has bosen Smales Plant Corts plant to a few to test proceed S. B. Carrieron at the history and to the company, and to the a few at the husterness are adding to an attribute or the internal few at the history. The date of the presence that had been a few attributes a few not been as the presence of the notation of

M. At Pices minager of the A. B. Smith that the time of was discortained. List been made manager of the ca. Red by M. of ever store, on Market and sixth circuits. The one, was a phonon a to odd taking machines and small goods to its stock and the present made of a larger establishment.

Record services, and half services of the property of the respect to the r

the E A J to Charlie or Note west, has abled a new or to late to a to have done and a series of the series of the

HOLD SALES CONFERENCE

Sales Executives of General Phonograph Corp.
Attend Meeting in New York-Make Plans
for Active Campaign During the Year

An incernal pooring of the sales shall not be contested. The eigenstate of the sale and another in partyle executive of the sale. Note hook. The your contested to S.A. Chook and grantal management of the impartyle that adds not treets, at the of the meeting.

was in charge of the sales meeting of the period of the period of the first the received from the members of the state indicated that the products maintactural by the company were as rolling to very large policies and plans for 1/22 were discussed, and nothing will be ferrund one furnizate company were to inflated the of the contract the company were to inflated the of the contract the company's service to its chemical and to wage an agent some company's service to the less of these.

DID YOU GET YOURS?

If not, write today for circular illustrating our latest creation,

THE KENT "SPECIAL"



to play lateral cut records only on THE EDISON DISC PHONOGRAPH



Operates only with the lever same as EDISON. Made of brass tubing, carefully anished, beautifully fashiound and modestly priced, it is easily the best buy in the market. The not overlook this opportunity of supplying your trade with a product really worth while. We guarantee THE KENT "SPECIAL" to add materially to your profits and prestige.

We spenalize in attachments for Edison and Victor machines, also sound boxes, diamond, suppose and steel neithes. Drawn brass tone arms made to order. Tube and pipe berris or all kinds successfully executed. Impuries solicited

F. C. KENT COMPANY

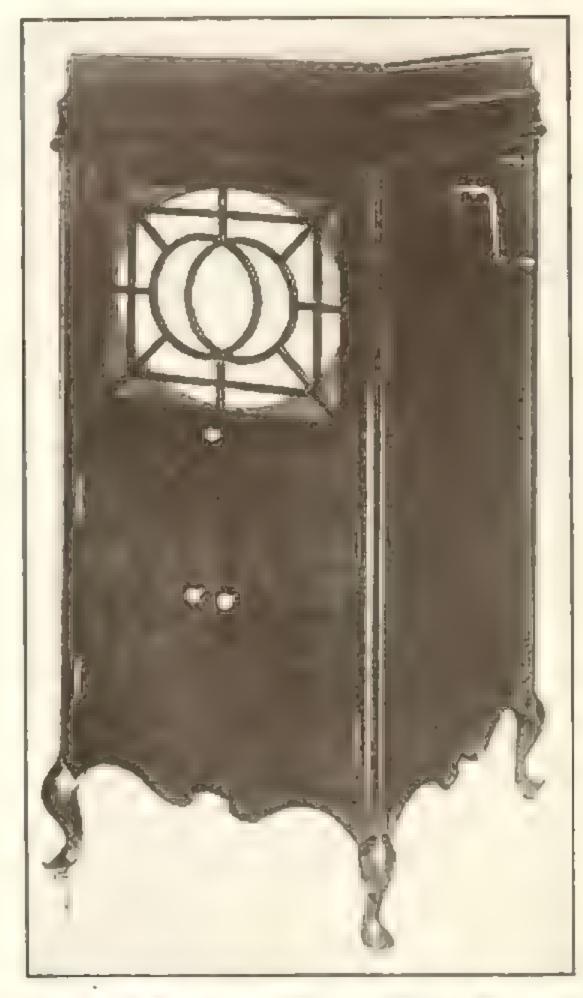
IRVINGTON, N. J. U. S. A.

Whose phonograph accessories" Win their way by their play"

CARDINAL Phonographs

Unmatched Beauty

Transfer Br H



Model No. 10 Made day without Breight 19 to bes. Width, 212, inches Depth 222, in his Cardinal Tone Chamber, Jone Medither Automatic Step, Cardinal 12 top Support Price.

CARDINAL Records

Unexcelled Sweetness

I can be cord lines

THE NEW CARDINAL and THE CARDINAL DEALERS' PLAN

You are primarily interested in two things: Selling a Phonograph of Quality and selling that Phonograph at a worth-while profit.

Because the first will assure you satisfied patronage and the second financial gain.

The New Cardinal Phonographs and Cardinal Records make possible the exact fulfillment of the two things aforementioned.

A booklet, The Cardinal Proposition, and another, The Cardinal Phonograph, tell in a clear, understandable way why the progressive dealer should fully inform himself regarding the opportunities in Cardinal Products. Write to the address nearest you for full information. No obligation, of course.

Factory: ZANESVILLE, OHIO.

NEW YORK 106 East 19th Street CINCINNATI 137 West Fourth Street

Distributors

The desire from the Sugar

A DECEMBER OF A STATE OF THE ST

I a North House or Photo C

CARDINAL PHONOGRAPHS and RECORDS

RECORD HOLIDAY TRADE REPORTED IN BROOKLYN

Both Machines and Records Enjoy Lively Demand-Martin Kraus Now Ideal Music Co. Manager — Dominick D'Antonio Enlarging Establishment—General Conditions Reviewed

In bolish to his sover and dates are a log of the high south the most optimate. Many considering the highest are sold on the more conventional topograph to a recent panch greater conventional specials, those process are better as \$100 and \$100 kells (Coords and West Coords and also, his that is all respects to week as the most set set specials of the street set of the s

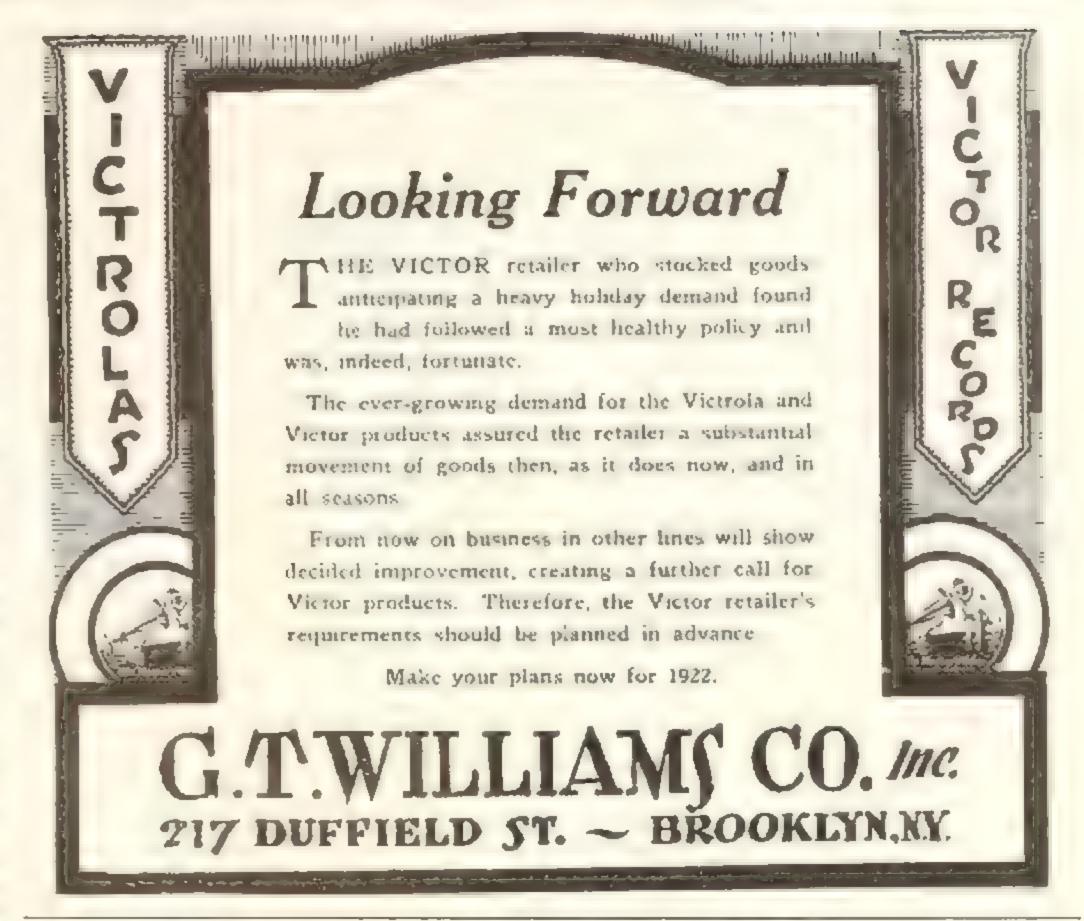
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Martin Kraus Becomes Manager

Micros di des, at 69/4 has a consecutive of the management of Martin letter, at 69/4 has a consecutive knew of the management of Martin letter, at the talk of the first mark of several pressure, and the talk of the knew was formable several, and the extensive talk management at the mark of the talk management at the mark of the talk management at the martin and mark of the talk management to the talk of talk of

Making Addition to Establishment

Difference and known dealers of the control of the



to the term of had all present the terms of the terms of

Great Drive for Business

Closed a Big Year's Business

In the heart of the Section to has

existence, as ording to the Days and existence, as ording to the Days and existence as ording to the Unitary passes of cally good, britained the total arrival as a valuable above the figures for last year. Moreover, and eclared that the prospects for the new year are executingly bright. The consolections of the machines are translated for a superficient and the expection of the approach parameters. Which is a stored on the approach parameters and the expection of the approach of the entropy of the expection of the approach of the entropy of the expection of the approach of the entropy of the expection of the approach of the entropy of the entropy of the expection of the approach of the entropy of the e

Victor Distributors Are Pleased

According to the reports of furner of Marania R. H. Morras of the America Talking Macheneter and to T. Wilhams, of the to I. Wilhams to A for was the most prosperous these companies have yet enabled. It was very gently as to companies have yet enabled it was very gently as to companie all players an important part in making the past war in the training more more only for the posters, but the every A ctor dealer in Broadly and Long whom they serve

Co-operative Campaign Brings Good Result

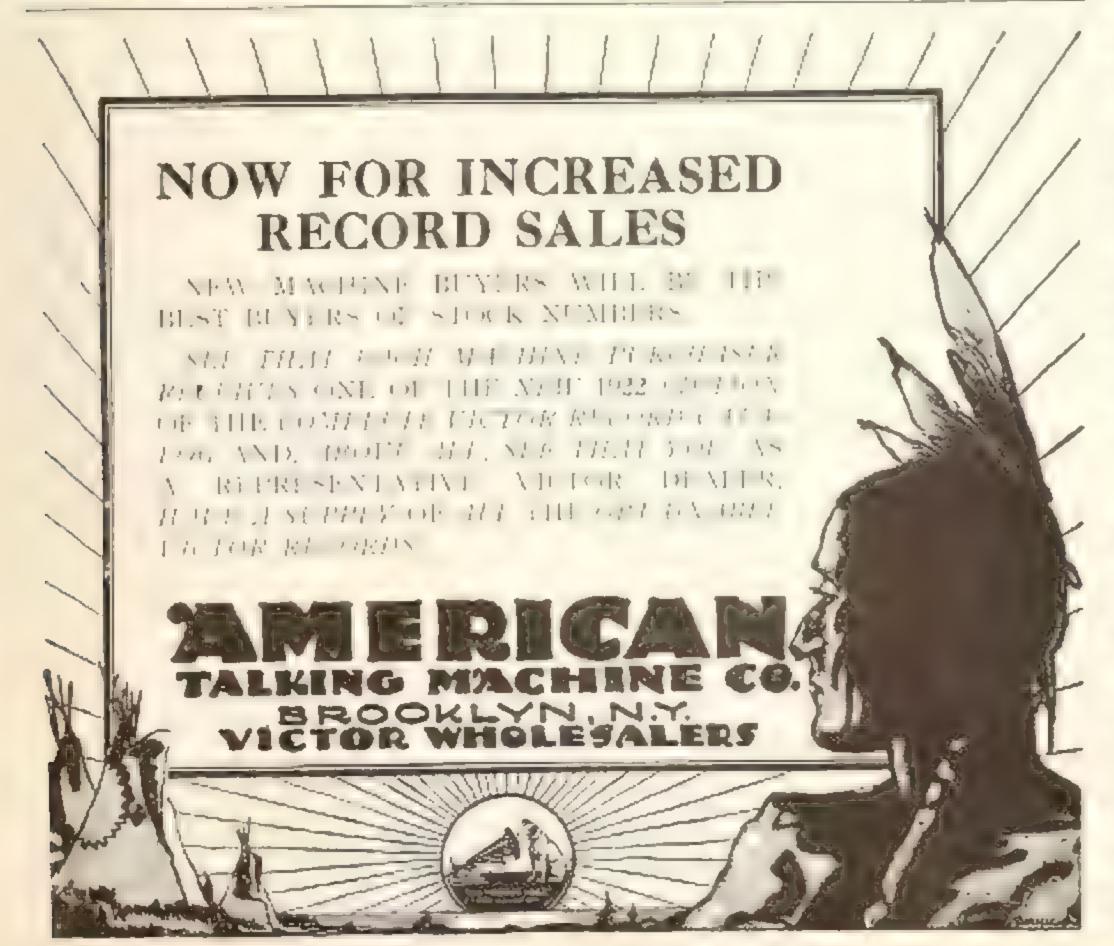
A computative advertising camporan carry to make previous to the holdstyle appropriate form to the holdstyle appropriate form to store record catalog rested free contractions for more that roses, the end with a first wints. The dealers in this contract free were the Bar Bod. Muss to the filled average, Harry Drucks and at 5.7 Hard average, and the Spring Latin. Maximum at 4803 David average at 6.7 and a store at 4803 David average at 6.7 and a store at 5.7 and 4803 David average at 6.7 and 6.7 and

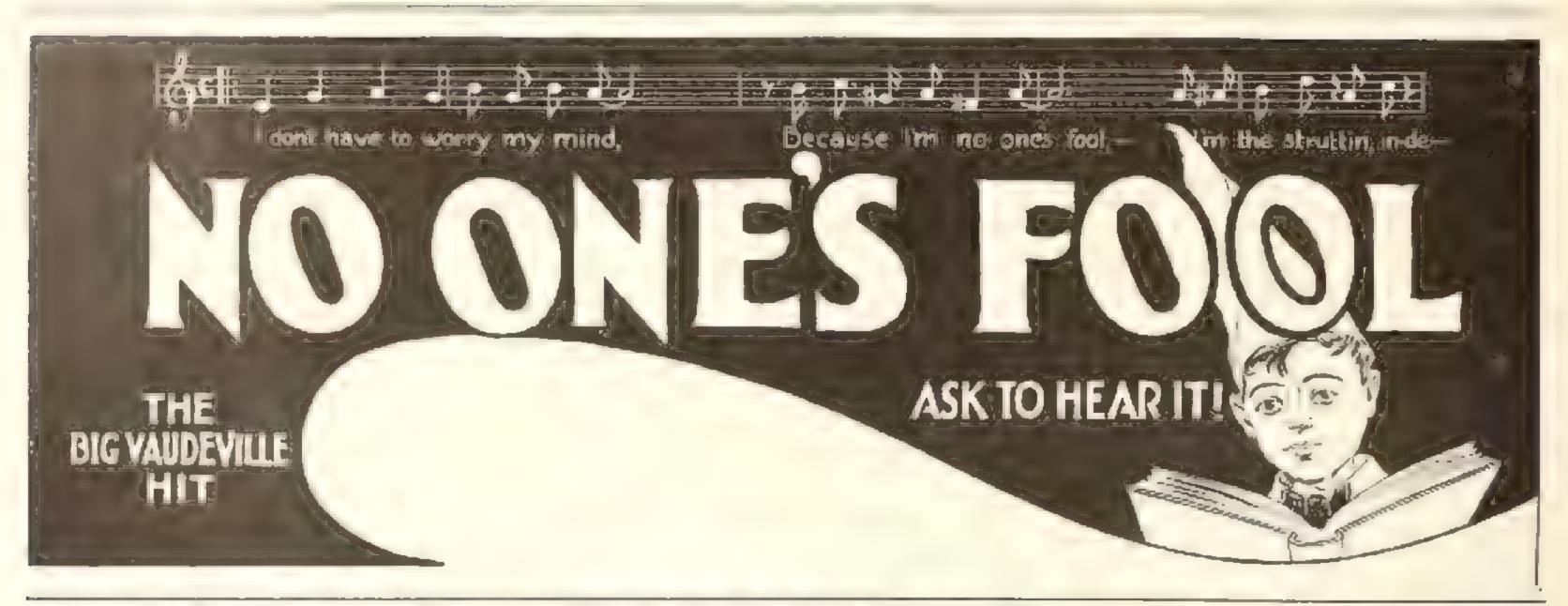
Successful in Placing Period Style

A shop in Brookhin which has not a street and placing part of male and placing part of male and it and the later at Brooklyn people is the Armon, S. Albarya Antor Scaler, at Att Composition 1997. Includes a shop, has made a special and it also be formable with at the Bealing interior decorates at the first part of an attention decorates. It is a standard to the period section of some and so the content of some and some and so the content of some and some and so the content of some and some ana

Made Many Sales of Two Models

Of your Brows, 2500 forth as more and the dealers report that the house has been to have a was exceptionally good. All the house has a continuous work very training the form and specially so were the house of the





NEW EMERSON ARTIST

Zez Confrey Makes First Emerson Record-Well Known as Planist and Composer

The Litter of Photogen Co has announced several trained to Zez Councy who is well-strong to the first of Levi Vr. Contrev is an accompass of plan strong his level considerably.



Zex Confrey

popular in piero contest work and composition.

He has record in the Emerson library con-

I continue of yours Mr. Confrey was identified with the Q.R. S. to making a senies of to 1- that not with considerable suppress. He mandly play a lasse selections exclusively but in recent years can devote I his time to play and proper proveltes.

RESIGNS AS DIRECTOR

At the theory of the mark of the mark of the forther of the Catacon as a director of the conjugacy was accepted. Mr. Catacon who is known if the analysis and men mather, dastry, as planning these their mark in the conjugacy as a confirmation of the mark that the trace of the best-pasted to an almost mather, dastry, as planning these them. Nowark, N. J. as a confirmation of the mark that the trace of the regress, and a surface of the regress, and a surface of the pasted with the trace of the regress of every execution with the trace of the pasted of the

BETTER FEELING IN THE NORTHWEST

1921 Made Better Showing Than Anticipated—Geo, A. Mairs' Views on the Outlook for 1922

—Other Prominent Jobbers Optimistic

May yours and St. Part, May, January 6 -Notwithstanding the pessimistic prognostical tons of the recognized business prophets of the country, who predicted that everything had been shot to pieces and that there was nothing in sight but runn the talking machine dealers have but very little complaint to make. The reason is that they have faired fairly well. As a matter of fact, there are quite a member of dealers who insist that 1921 was about if 1920 in actual results.

Such a case might be that of W. J. Dyer & Bro. As the oldest talking machine house is the Northwest, it should be entitled to some consideration when it does speak. George A. Mairs head of the Victrola department, heart des to compare 1920 with 1921, but confesses that there has been a serious shortage of certain models, greatly to the disadvantage of W. J. Dyer & Bro. Why there slimitly be a shortage he is mable to say.

Mr. Mairs although satisfied with the net returns for 1921, is not quite sure what 1922 will have an store for the talking machine dealers. If do not believe that there is much real use in trying to lay out the future. I know that there are many who pretend to tell what is going to happen. I confess that I try, but I am as much wrong as right set what is the use? I would like to know however what one should do or take to know however what one should do or take to make one to read the future. Personally, I do not be 'except that the time will be had, not be any means and I look for a general revisal of interest in runsic in all public matters.

Laurance H. Lucker, Northwestern distributor of the Lucker phenographs and records states that 1921 was a record-breaker insofat as the retail trade in the two ottes was cocerned, but that the wholesale trade was quite disappointing. It appears that St. Paul and Minneapolis are taking very strongly to the hill son machines and are producing nice basic ession the retail houses.

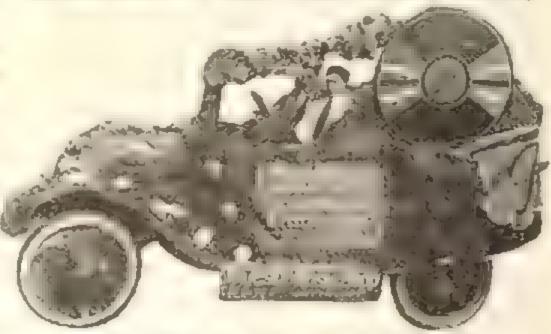
Tollowing the radical reduction in prices in the Pathé company G. Sommers & Co. set right out to get all the business in sight. Someof Levinson manager of the Patric department states that the large increase in machine sales has made a great draft upon the repords, and as a consequence, he is hard pushed to supply the calls for records. By passing both the machines and records somewest harder than be fore some good totals are bring obtained.

The widespread advertising campaign conducted by the Stone Piano Co and the Acuban Co on behalt of the Vocalion machines and records has gotten results, according to the latest reports

COLUMBIA DEALERS USE FLOATS

Timely Publicity Used by Progressive Columbia Merchants-Floats Attract Attention

the advertising department of the Columbia Graphophese to, New York, received recently



Float Used by Majestic Music Shop a photograph showing a float used by Arthur boldberg, owner of the Majestic Music Shop, Columbia dealer at Minneapolis, that he used in a Paramount parade held in that city recently during Paramount week. This float attracted



Float of Snyder Music Co.

general attention, as it combined attractiveness with originality

The Snyder Music Co., Wilkes-Barre, Pa., Colombia dealer, also used a very attractive float in an Old Home Week parade, bold in that city a short while ago. This fleat, which is shown herewith, was one of the most artistic in the parade.

John Wanamaker says, "There are other compensations in doing the day's work than pecuniary gain."

"It is of great importance in lusiness to be unit right, as well as right just"

RECORD MANUFACTURERS

The foundation of vour success her in the quality of your product. To produce Records of Quality you must use only the best raw materials available.

COTTON FLOCKS

are an important more lent of your product. Why not use the best on the market? Let us send

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.





Manufacturer of

Exclusive Cabinet Hardware and Accessories 60 Grand Street New York City

LLKINS ORCHESTRA POPULAR

Exclusive Columbia Artist Scoring Success at Knickerbooker Guili-Eddic Elkins, Well Known in Musical Circles, on Coast

The first of the Columbia

The state of the s



The Elkins Orchestra

the test of the control winter there

the test conthe test con-

10 con distributed assessed to the contracts backed by the Hell is the Error on when it is a last when it is a Hell is contract to a back when it is a Hell is contract.

The car part of 1025 Al fold for the filter transfer of the filter t

The first of the f

Summer months, when they expect to make a tour of Europe, stopping at London, Paris and Monte Carlo, where they are already booked, returning to the Kinckerbocker in time for the Fall opening

The orchestra is composed entirely of California boxs, all of them talented musicians (several of them coming from the Los Angeles Symphony Orchestra) and, as Mr. Elkins expressed it, "they have a natural sense of thythin, which is augmented by close teamwork."

The unusual effects obtained are due, Mr. blans said, to their method of grouping different instruments. They put together the frombone and corner, the half alto and tenor saxopleme, the pano and the banjo, etc. so that when all these combinations come together in a selection there are three or four distinct types of rixtum plainly discernable.

ALBUM CREATOR OF RECORD SALES

Increasingly Active Demand for Albums Pre-

Find Ravis, president of the Peerless Album to New York City, has planned an extensive sales compagn for the year 1922. The arrangements make it possible for the dealer to place before his customers Peerless albums in a manner that should attract increased sales.

In speaking of the development of the album Dustness, Mr. Ray's said. "Manufacturers and dealers have evidently arrived at the conclusion that the albam is a creator of record sales. This has been unpressively demonstrated during the past season by the new and necessed interest shown in such products. The sides have increased most substantially, and admins have become an important administ to dealers' stocks Not only is there a satisfaction to the customer in the protection which an album gives records, but invariably allows make record sales active, Naturally, this alone would be an inducement to the tride, but as there is a substantial profit to the retailer in handing such goods he finds c a product that should be considered to

Study trade paper. A trade paper often prevints a man from making a fool of himself in his can line of Ensiness.

RETIREMENT OF MIGUEL VOGLHUT

Made Many Friends in the Trade During His Vice-presidency of the American Odeon Co.

The hymdation of the American Odeon Co. with the consequent retirement of its vice president, Mignel Voglant, is the cause of regret to his many friends, whom he made through his genial personality and the intelligent service he has given in the hamlling of Odeon record business during the past year

Mr. Voglint is one of the best informed men in the foreign record field, as his experience cov

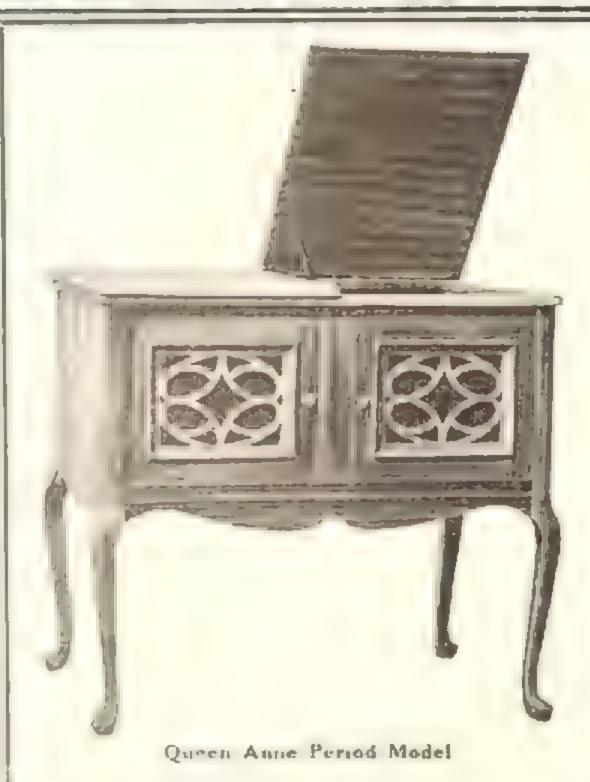


Miguel Voglhut

ered a period of many years in Furopean countries, as well as a wide knowledge of the South American market, where he introduced successfelly a well-known talking machine and record

His plans for the future are not as yet definitely arranged, for in addition to a very flattering offer from the Carl Lindstrom Co., of Berlin, bermany, he is considering an offer made to him from a well-known record concern in this country which believes that his wale knowledge of the foreign to cord held would be valuable to them,

The A. L. Arvidson Piano Co., of Denver, Col., appropries that it is disposing of its piano stock and in the inture will handle talking machines



Here It Is-

A High-Grade Console Cabinet At a Popular Price

Made of Genuine Mahogany 5 ply Panels. Height, 33"; Width, 36"; Depth, 23". It is a desirable addition to the famous Celina line.

Attention, Mr. Victor and Columbia Dealer.

The Console shown here (and 2 other Models) will also accommodate Victor and Columbia Table Machines. They are made by

THE CELINA SPECIALTY CO.

at CELINA, OHIO

"Where Better Furniture Is Built."

MILWAUKEE TRADE IS PLEASED WITH BUSINESS OUTLOOK

Splended Holiday Trade Closed-Majority of Concerns Break All Records-Many New Dealers Enter the Field-Future To-day Looks Much Brighter Than a Year Ago-New Stores Opened

Mitwacers Will, January 9 - Based on a hoarday custices that exceeded expectations in every way the falking machine tash it M brankee and throughout Wisconsin aux been greatly enconreged with respect to forare business. In a majority of thetabers sales by retakers in this territory were the largest on record, with possildy only one exception, namely, the holiday season of 1929, which is so well remembered as the biggest "boom" period at the history of the notastry, due largely to unmatural couses. In all cases business was befter than in December, 1920, when the name onsuces describly was recling the worst effect of the reaction from the heetic days of the late war and miniculate postwar period.

The wholesale trade entered the new year with a decided advantage, which was beened in the fact that the average retailors stock was too lowest in years. Dealers bought conservatively all through the year and went into the holid, y was on with stocks of considerably smaller size than they have ever been are assumed to carry in anticipation of Christmas business. The demand was beyond expectations, and as a consequence there has been a very plassing tendency to place orders with jorders

"There is no question that the future to-day looks much brighter than it did a year ago, ' said Harry A. Goldsmith, secretary of the Balger Talking Machine Co., Victor wholesa et "Conditions have been on the mond for live or six months, and there is every reason to bettere that the improvement will be steadily accentus ated. Our dealers in this territory are not thin it more cheerful mood than they were after the holinays last year, and they are now no sposed to buy fresh supplies of instruments and records because the future looks good to from min to asof calamity have been pressed out or their hearts. by the gladsome experiences of the last six to eight weeks in being a le to sell practeally everything they had in stock"

Brunswick Branch Breaks Record

One of the happest men in the local whole-sale trade as the new year made its a veat was Thomas I. Kidd, manager of the Milwankee branch of the Brunswick-Balkest Herder to Brunswick phonograph and record business in 1921 was the largest in the history of the largest in the history of the largest in the history of the largest the found that he oldry trade exceeded by a long manager anythin, his branch bad ever done. The brunswick has long been

favorably known in this territory, but the vigorous efforts of the Milwankee branch all through the year have given it still a higher rank and a greater prestige, so that to day it must be reckoned with as one of the most popular bines in the citine field.

Many New Sonora Dealers

The Sonora, represented exclusively in the Wisconsin and Upper Michigan territory by the unisic merchandise theision of the Yahr & Lange Dring Co., has being up entirely new records by its 1921 business. Its dealers throughout the district have co-operated thoroughly with the headquarters. The dealer list in Milwankee has been augmented by the acquisition of some of the best-known stores in this city, which include the following: War A, Kann Music Co., 90 Wisconsin street, dosvidown headquarters, George Durner, 745 Dard street, Altred W. Fuchs, 1403 Green Day avenue, Thien & Pentler, 3401 North acenne, and Luchtow Music Shop, 923 Phird street, North Sode dealers; Carl Euler, 1611 Viet street and 468 Tweltth street, Wm. Klug & Sons, I wellth and Walmit streets; A. Kittelman, 1819 Center street, West Side dealer; Joe Coolman, Lourth avenue and Mitchell street; No. Piano Co., 1015 Muskegu avenue, Winter Phano Co., 375 Grove street, and Kunzelman & Liser Co., 460 M tchell street, South Side deal ces. In addition, there are well-known dealers is the downtown district, such as the C. W. Fischer Furniture Co., 217-223 Second street; Gether Pomo Co, 625 Grand avenue, and the J. B. Bridford Piano Co., 431 Broadway, with a South Side branch at \$96 Mitchell street

Pushing the Record Lite

The Badger to at present is pushing hard the Record Lite, an automatic illuminating despite for the furnitable, which is made for Victor instruments only by the Record Lite Collowned by the principal stockholders in the Badger wholesale house. The Record Lite has been on the market for several years and is now recognized as one of the most elucient and simplest appliances of this kind known to the trade.

Long List of Columbia Dealers

Robert H. Walley, district representative of the Chicago branch of the Columbia in Wisconson, blancise has set a splendid mark of distribution which will give him ample work to improve this year. In Milwaukee the Columbia has made an especially distinct impression. Local dealers new embrace the following well-known establishments. We see Pano Co., 516 Grand avesteert, Smith Pano Co., 54 von Water Waltert, Smith Pano Co., 54 von Water Waltert Maker & Co., 200 212 Work & Waltert Walter & Co., 200 212 Work & Win A Kann Moste Co., 90 W., clear of Planner-Hadsons Manu Harriston & Win L., Mrs. D. J. Carpenter, 212 Carta Co., 122 Carta Co., 122 Carta Co., 123 Carta Co., 124 Carta Co., 124 Carta Co., 125 Carta Co

Progress of Local Industries

The Edison branch reports an executify as business, with prospects for 1923 on the election all respects, and much improved over the year just ended.

The Milwaukee Talling Machine May to a had a memorable year in producing at large the Dahon, and its heliday linear machine an exceptionally high order

Phono-Lamp Mig. Co. Incorporated

A new industry manufacturing a convention talking machine and home lighting fixenessal been established at Beloit, West It is the it of a Lamp Mfg. Co., which has been nest porated under the laws of Wisconsin by M. W. Wiczabel, C. A. Riemer and E. R. Lucas. Some time against American National Mig. Co., at St. Lucas. Mo., purchased the brass foundry and machine shop of the Slater & Tuck Co. at the left and converted it into a plant for producing the our bination instrument and lighting fixture. Now a separate corporation has been organized to take over and develop this locaness.

New Multitone Co. Activities

The Multitone Mig. Co., or Earl Carre, Wie . which was thrust note harking by tolowing the disappearance of its founder and president, hidwan J. Sail-stad, in August, 1920, has been decharged from bankruptcy. The business recently was acquired by a group of I au Chire mea, some of whom were heavy meditors. The settlement was effected despite the refusal or line insurance companies to pay claims and autiong to \$75,000 on policies made to the company by Mr. Sailstad, it being alleged that there is reason to beheve that he is alive and was not himned to death in the are which distroyed his Summer cottage. Mrs. Sa Istail was remarched on Christmas day to a well-known East Clare man, having established her widowland to the satisfaction of the marriage liceuse authorities.

New Partnership in Kenosha

S. Kinkan, who recently established a masse and jewelry store at 100 Milwankee avenue Kennsha, Wis., has admitted W. H. Rauther as a (Continued on page 100)





Ray Miller and His Black and White Melody Boys, one of the newest Columbia dance organizations, have produced a wonderful dance record of "The Sheik" and "Weep No More (My Mammy)". Order it. A-3519.

> Columbia Graphophone Co. NEW YORK



OUTLOOK PLEASES MILWAUKEE MEN

Cold DBh a Down (stage \$41)

gettine. Mr. sporter v i take coaler of the Twilly spate out, roung Mr. Kluken an opperhaps to devote in entire time to the plane. talk ager a few as for escal merchandre busin

E. J. Skelton Opens Store

Edward J. Saction of Madison, Wy, who loga, his is as a pane at I talking machine leafer on a mail search two years ago while lactor of the Or, hand I hatte of the stra, has ejected a complete state or King Street, advonto the Cap tol Hote, and is adding a furniture ACTION IT

Noll Piano Co's Fine New Home

Or all a courts of the month of Decem ber is the regard told in Milwankes was the that all or the state of the week minordiste's of the Noll Piano Co, at 1915 Muskego accure. There is no loud somer emiding in the Middle We than the ew muce lop, according to the openies of experts of the covers a quarter of r flock, but off x 1.15 but in size and two stories high. It represses an investment of facility of the All to was established even years are at a small way at 1055 1057 Mislager as succeed last rown to be one of the man that he thrown misse houses on the South Site. In accommodate this busito self his now created a separate hadding, which is at artists triumph and a showplace or Lar Park, the district in which it stands can be the insest of the farment owered by any 141. 417. 4171.

Opens Store in Old Home Town

A to or I have for eightern years an executhe other! A Starck Parin to at Charago, 1 - ; * · · · * · * · * · * streeks, Shebovgan, West, into an absence of a quarter of a century, to it. I a to the fire had shop which later be less to a cleadap ato a general music store, for d at 9.2 Michigan asonne, in the teller who has a birther more tran therty that we will be a greated force. A new build ा र रहा। लाहे का दे किया है दे होती कि बदावित,

The property are at at \$10,000 a year, erere in a face of and all and a track Which chars the proof of the form Management

KNIGHT-CAMPBELL CO. CONVENTION

Sales Organization of Prominent Denver Concern Holds Fifth Annual Convention and Discusses Important and Timely Trade Topics

DENVER, Core, December 30. The fitth annual sales conference of the Knight Campbell Cocaided here to day and proved one of the most specessful gatherings of the season. The sessions opened on Wednesday, when over twenty sales representatives of the company from all parts of Colorado Wyoming, New Mexico, Arrzona, Sonth Dakota and Kansas were we'comed by C. R. Baker, vice-president of the company, and the other others

Among the ont-of town guests were Howard It Moreous, vice-president of the Hobart M. Cable Co., Chicago, and R. A. Burge's general representative of the Smith, Barnes & Strobber preceded Carstmas of the healtful new store. Co. Chrago, both of whom made interesting arbitesact on business topics.

> W. Bradford, manager of the out-of-town sale department of the conquary, was chairman of the convention, Interesting addresses were made by Burt Wells, publicity manager, H J Prada, manager of the mail order department, 1. D. Woottom, Pelix B. Beyer, assistant man ages of the wholesale Victrola department, Dave Arnold, of the retail Victrola department, T. O. Askerland, manager of the Denver branch of the Q R S to; T. P. Fnote, credit manager, and

> The salesmen attending the meeting were H A. Baker, Las Ammas, F. A. Black, Pucblo, C. E. Upp, Schda, A. E. Dorman, Katon, N. M., Grouge I. Horr, Dodge City, Kars; P. J. Tirey, Grand Junction, W. J. Cox, Grand Junction, Marion Kingshury, Leadville; O. A. May, Albirquerque, N. M.; E. Duff Wilson, Denver Daries Allen, Colorado Springs, Wilbur Hames, Color rado Springs, Lewis E. Shrewsonry, Colorado Springs; R. C. Hofman, Cheyenne; W. O. Shun atc, Chevenne, Phil Kellerman, Greeley, Ernest Rendey, Greeky, H. E. Mitchell, Pueblo; F. V. Fors, Puchlo, and M. J. Donald, Puchlo-

> Thursday evening the visitors were the guests of the Knight Campbell Co. at a theatre party, and Friday exeming they were tendered a banquet at the Sheeky-Savoy Hutel at 7 o'c ock

> Put much into the world and in time much will be put into your world.

SALES METHODS BRING SUCCESS

Erb's Music Shop, Hamilton, O., Closing Excellent Columbia Business-Using Aggressive Sales Campaign in Developing Business

HAMPION, O. January 5 Erb's Music Shop, of this city, which handles Columbia Grafonolas and records, as inceining with exceptional success, which may be attributed in a considerable meas-



Views of John Erb's Warerooms ure to the activities of John Erb, manager of the establishment, and Bryan Brittingham, head of the sales division. Ernest Erb, brother of John 1/2b, is a partner or the establishment and, in addition to his activities in the talking machine field, is also auditor of Butler County.

At the time this photograph was taken John Erb had been entertaining Johnny Black, the famous composer of "Dardanella" whose latest song, "Who'll Be the Next One to Cry Over You?" is meeting with exceptional success.

LOANS MACHINES AND BOOSTS SALES

Washinian, D. C. January 4 -- Ansell, Bishop & Turner, Inc., exclusive Victor dealers of this city, are boosting sales of Victorias and records by loaning machines and a number of popular records to preminent stores. The stores readily agree to keep the machine in operation and a placard announces the name of the loaner

TONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co. Brooklyn, N. Y. Telephone Sterling 1120

MOTORS

(Swins)

DOUBLE SPRING Suitable for Portable Phonographs Stock On Hand, Ready For Delivery Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway

RECORD TO HELP ORCHESTRA TRIP

Starr Piano Co. Offers to Make Record of Playing of High School Orchestra in Order to Pay Expenses of Concert Tour

Richnos i, isb., January 3—A proposed trip of the Richnord High School Orchestra to Nashville, I can, next March was insured recently when the Start Plans Co announced that to assist in paying the expenses of the trip it would make a photograph record of selections rendered by the orchestra and would give the orchestra all profits letited trian the sale of the record.

The orchestra will sell the on his at the national music supervisors conference at Naslaville. The namers who a the record is to madelede are two selections said to have never been recorded. They are "The Red Man," nota "Dwellers of the Western World," or Sousa, and "In the Village," from the "Cancastan Sketches," I jugod towardow, and also the "Valsa Trist," by Sciellus, and "Paulitima," by Jameielt

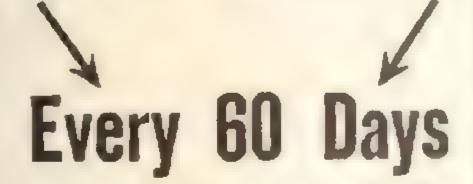


Delivery Envelopes

Art Series New Designs

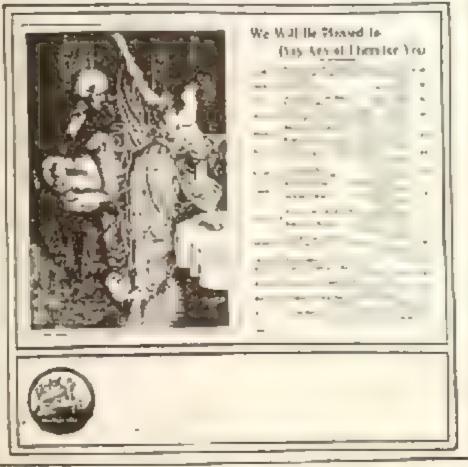
Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

NEW LIST OF RECORDS





A Selected List of Victor Records



Write for samples and prices

Order Now for the New Year

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

NORMAN B. MEYER WITH EINSON

Takes Over Duties of Sales Manager of Einson Products—Is Nationally Known—Rounds Out Strong Organization of Specialists

but sor Lithol, Inc., New York, nachine but coil dealer service ladys, window desplays and other desplay advertising material, announces that Norman B. Meyer, were president of the National Service Bureau, of Chicago, and pactionally advertising manager of the Chicago Lx aminer, joined the Euron organization on January L. Mr. Meyer takes over the different plans call for an extensive and country wide camp upon in the interest of many new features of dealer service display material which the company is to introduce to the made during 1922.

The addition of Mr. Meyer to the Frison Co-trougle out one of the most complete organizations in the latinomaphing reld, as the company now includes such well-known names as Lawson or Addition Dennison Bahenck, Leo Linson, Hurry N. Stein, Francis B. Gonda and F. S. Condapeed, who in bringing hinson products to the linglest standards possible will give the distributional for the stimulating of sales in 1922.

TAKES OVER BRUNSWICK SHOP

Walter J. Baker Assumes Control of the Brunswick Shop in Indianapolis

because of the local branch of the Brunswick-Ballie Collender Co., has purchased the Brunswick-Ballie Collender Co., has purchased the Brunswick Shap at 124 North Penn-y'van a street He as man's active control of the shap, succeeding C. A. Errosaet, who has been manager during the last year for the All Records Phonoscoph Co. Mr. Gross at plans to visit in Colleborator Telors. No successor has as yet been named for Mr. Balcer a manager of the Brunswick Balker-Collender store.

Mr. Leker was with the Brunswack-Balke-Collemer 1.5 twelve years, being employed at Tolede, Grand Rignds and Chicago before coming to Indianapolis a year ago. The phonograph department of the Indianapolis branch was transferred recently to Chicago.

The Brunswick Shop is the only exclusive Brunswick store in the city and was the only store handing the Brunswick machines until lest Suring when the agency was extended to the Baldwin Piano Co. The saids of both the Prinswick machines and records increased steph with the off off during 1921. Mr. Baker contemplates no annealize changes in the sales eigentraction of the Shop.

SALT LAKE CITY TRADE ACTIVE

Record Business Particularly Good During the Holidays-Business Men Underwrite Concerts

SAIT LAKE CITY, UTAIL January 4:—The Christnus hermore was, on the whole, very satisfactory and continues to hold up tainly well. George A Bodoc, manager of the talking machine department of the Glen Brox Roberts Con, said the record business was excellent but machines were not so good. This was the experience generally. Some of the stores did a fairly good business in pianos.

Mach sympathy is reliable Thomas O Leaver, in the Consolidated Music Co., who lost his mother, Mrs. Mary A Leaver, recently.

Spiney D. Hampton, of the Consolidated, say: player pianos have picked up a little of late. A B. Irvine, president of the Consolidated Music Co. lass gone to Ocean Park, Cak, on a trip

The O'Loughlin Col, exclusive talking machine dealer, has had a good demand for "Period" model numnines, according to H. R. O'Laughlin, who said the company has enjoyed a leg record lustness.



PROFIT-plus

SONORA Semi-Permanent Needles are known everywhere for their lasting quality and purity of tone.



Sell Sonora Semi-Permanent Needles for the profit in each sale—for the satisfaction they give your customers.

In addition—demonstrate your records with Sonora Semi-Permanent Needles. They speed up your record sales as well. Carry sufficient stocks of Sonora Semi-Permanent Needles, and use Sonora Display Cards and Helps.

CAUTION!

Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON

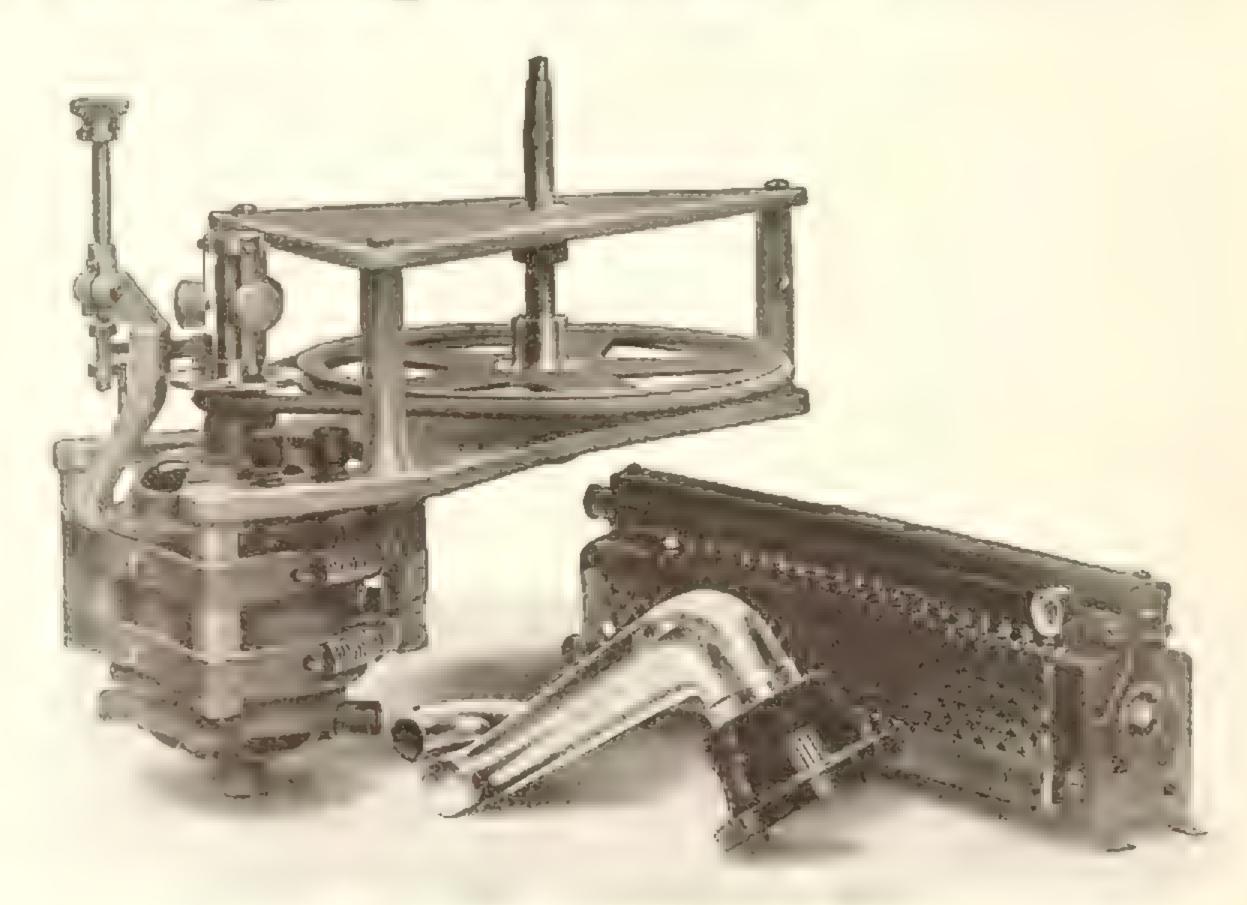
279 Broadway New York

Cunnilium Distributors:

1. Montagnes & Co., Toronto

The Last Word in Electric Phonograph Motors

Make this your leading line for the coming s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND

VERY SUCCESSFUL BUSINESS YEAR CLOSED IN CINCINNATI

Volume of Trade Sausfactory as a Whole-A. H. Bates Discusses Situation-New Edison Co. Sales Campaign-Six Carloads of Columbias Shipped-Brunswick Expansion-Other News of Interest

Civ vivin, O. J. man; 4-And now another ven his pass to a const will. Whatever it ere / quo tanto, gras, cu ce let pass uncar is districted by the Another year . I we a seeks was before the gray dust restte en el frem te minamber dat Mary teet, roll a und practiculation songewww.longthistoyetti.asentry in t compared to the addition to the state

devers, or have shown progress. The visited 1921, has shown indicess and programs in thematical Harneshout every department of to talking machine trade in this city there is a clea of springers no Not one marager but cona beat the year's busines a seas before, a gent ter - than expected from mainter, of course. her the bruth ger's, was somewhat hele w normai But in view of communic depression in proceed, uncompley ment leads transportation processing all the repolition of the order place, the folking machine has ness. was a rip rearring subsect to supared with other coars, the result, of course to less be whit-I to there is succession with the past year, cartical (dence with present and a pool meas) great approximation for the future.

As to December, a most every disler has the same words: 'He lider basiness was fine'" In a set cas a the dealer adds that these much better than December of last year. And onmally or or dealer helicites that 1922 is well a

to be not he were than 1921.

Some Shortage of Victrolas

One wholesale descriptor of Victorias was in the position unique in these tor. - of depression of he og an able to obtain enough machines. to satisfy the demand made upon the company. This was the Olan Falking Ma hone Co. A. H. Bates, of that company, said 'Our holdsy hotseners was very good to leed. We sold out the tarely in the Christmas trade. We could have sold a great many more Victobes in popular models if they had been obtainable, but the doin adapta our stock was so much greater than the number we could should fint we could not ; so bly exten up " Mr Bates sur! Jeo that larstness for the year of 1941 had been more than satisfactors life commented particularly on the large number of ruderate prived machaos which were add

In Loking forward to 1922, M. Bates sail "The williamess of feature to take out greater stocks of makings at cost should stimulate truess. There is a demand few or a so st rely agree the beliefes task, for containmilde, so that a will be vexeral to the profethey become the preduction earlies up. The Kirticke district backs yers good becatse of prosperts of substantial peaces in the term of market. West biraten is not a promising The low coal demand brought on by the mild-Winter, and the merssaid lab a trouble will be vill not be settle? apparently until March a April probably will make the market della experially in parties sections"

The New Edison Co. Progress

This company was not by any means, the only are space-aful lines the Chiratinas son was or the past year. The New Edison Co. 224 West Pourth treet partock of these good things. P. H. Oglinan of the company and "Club Christman by man was one, a'though, after a flering start two or three weeks before Christiens at lett off a finite first before the Inflicant Sales of records were every to mally greed up to, and after, Che stmas. The year, in the main, has been better than expected. Busire tooks vier good also for 1923; much ber no than in January, 1931. We have a considera de number en exhibit nit al orders afrenty on of F - Li ware, which is about the best sign the back seen re ently "

The New I Pson Co began some time ago a ales content in the Cincinnate district, and the

results have ten on a striying. The page terms conjected for mess andarships for the symners in various divisors of the district, assurany austraction in the Edison school for sales men The leaders in the divisions the division are designated as "classis" are. Class 1, J A Origoty, Harlan Ky, and Jesse C. Huff, Italde Jeing, Kv. Class 2, F. C. Barbart, Franklin, to and tade Scaulenberr New Bromen O. I Fox y Charles D. Hayt, Williamson, W. Ve. and to, Bruce Eucley, Lebanon, Ky; Cass 4, A B Sangson, Poqua, O, and Goo E Jenkins, Uncleville, O., Class 5, O. U. Briggs, Nashwill, Term, and William C. Grenth, Bluefield, W. Va.

There is also a "sweepstake prize" for the sa esman who heads the entire list. This prize, now that the convert is arrely concluded, is almost certain to fall to I'm McKee, flacterton W Va, who will win is addition to the I lison scholarship, a nee Grien watch. Mr.

Motion In a take of the area ter effective to proceed at 1 2 sole a Caparlia of I in

the log to a control of the topological the east of the discountry retailer of Victoria, external and a contract of the contract and a poul live y tad of a 1 read as of the Otto Gold Comment there are the little and the second All of the period of the strict departs to the terms machines repriese a red' and higher tree top to II

Retailers Have a Good Sea c...

Page to the Jahrana C. M. Co. and man, ther adam red fit to a chines extentionly in this are the company hope at been practice.

Six Carloads of Columbia Grateriolas The Culm to Wintersto L. will a the is proud on its record of him and a December Ross H Walser view in the service deportment of the two by the (Continued on page 104)

Style L

One of several heautiful Console Madels





Style G

KIMBALL PHONOGRAPHS

Invite good customers and ready sales

Because the line is attractive from a businessgetting standpoint and is thoroughly retrable the Kimball is the phonograph for the dealer who is building wisely and well.

Superior Construction; visible beauty; truth of tone in reproducing voice or instrument; Kimball prestige; Variety of Console and Upright Models; all are qualities that appeal to customers.

There will be a Kimball Dealer in your vicinity. Will you be the one?

Write for Agency Terms.

W. W. KIMBALL CO.

306 S. Wabash Ave., Kimball Bldg. CHICAGO

Manufacturers, of Phonographs, Pianos, Player-Pianos, Pipe Organs, Distributors of Okeh Records



CINCINNATI CLOSES A GREAT YEAR (Continued from page 103)

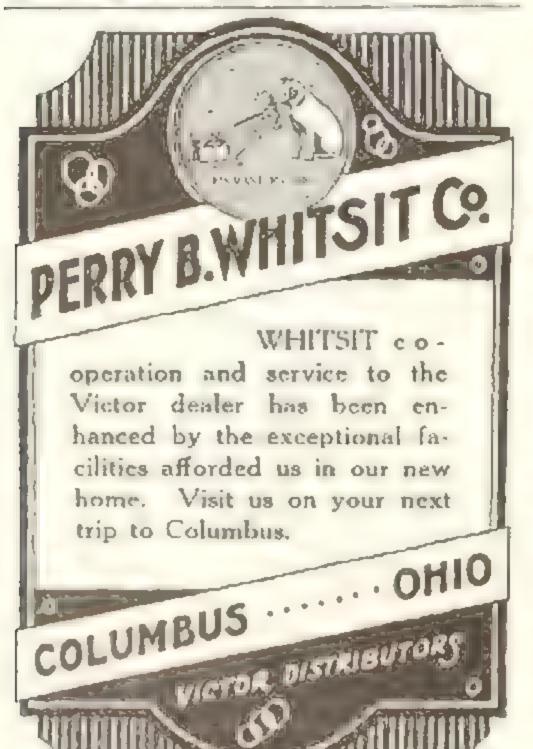
tors of machines to dealers in the Circumstiblianch territory. These carboad lots were definered respectable to Hook Drug Co., Indian apolis, Ind., Proke & Co., Evansville, Ind., Lewis Furniture. Co., Portsmouth, O., and Cogar, W. Va., the Gratomola Shop, Owensboro, Ky., and G. C. Garsach, Springhold, O., Reports of quick sales from two of these concerns were remarkable. The Grafonela Shop, Owensboro, Ky., sold twenty note machines the first day after receipt of the shipment, and 120 machines in a week. The Evansville dealer disposed of torty five of the carboal lot on the day of its arrival and 128 machines during the week.

Growth of Brunswick Distribution

There is enthuseasm in the office of the Brunswick Cs, over the showing made during 1921. The percentage of growth in distribution, noted in increase of number of new dealers in the Cincinnati territory, was 150 per cent over 1921. S. Reis, Confirmati branch manager of the company, said "Very many cealer- in Cincinnate and pearly districts are realizing the value of the Brunswack line and are adding it to their stock of goods with fine success. During Dr. remiter our business was very large; much better than for the same period last cear. Because of conditions of course, the outlook for 1922 is not exceedingly brill aut, but we are quite encouraged. We are going out to get business and we will get it"

Prize for Good Sales Campaigning

The Hook Drug Co. In hampolis, dealer in Committa products has won second prize in the



national advertising contest conducted by the tolumbia Co. The prizes were awarded for general excellence in sales campaigning. Emersion McCord, manager of the talking machine department of the Hook Drug Co., and Miss I had the Homer, who write advertisements, must necesse credit for their prize-winning work.

Music Shop, said: "We have been in the Victoria and record busicess but live months, and yet we are encouraged to believe that we will go on next year with a splendid business, as we have had thus far. Our trade during and before December was excellent. Even in the creat rush just preceding Christinas we were able to satisfy every demand upon as. It seems in the that this speaks for a remarkably good stock of goods."

F. M. Abbott, desler in machines and records, who has three stores in Circumsti, has developed a remarkably for tradic. This Christmas lusiness was good, as was that of the year. He looks torward with confidence to 1922.

Ross H Wilsen, manager of the Dealer Service department of the Colombia wholesale branch here, visited friends and relatives at Chicaeo during the holidays. R H Woodford, wholesale branch manager of the company, passed last week in New York. He attended there a meeting of the Colombia branch managers.

A surprising number of drug stores in the suburbs of Cincinnati, and even a delicatessen or two, have taken on talking machines as an auxiliary line. They have had little trouble in disposing of the necessarily limited stocks which they handled.

Advertising Brings Big Results

F. X. Donovan, manager of the Victrola department of the John Shillito Co., said "A review of the year's business is very satisfactory. Although we indertook the sale of Victrolas slightly more than a year ago our business in machines and records has been surprising. We attribute our success in a great measure to our extensive advertising of this special department. We intend to continue this advertising campaign, particularly in newspapers, during the next year."

Holiday Demand for Jazz

Manager Pauling, of the Starr Piano Co., distributor of Starr talking machines and records, said: "Our holiday business in talking much has and records was very good. There were surprisingly few calls for Christmas hymns and carols. There seems to be such a demand for jazz records that not much time can be given to other records."

E A. Geskow, talking machine dealer of Gorman. Texa is planning to open a branch store in the Nowlin Building. De Leon, Tex.

The talking machine department of the Messenschmitt Jewelry & Optical Co., Fort Collins, Col., is now in charge of Miss Lillie Welch.

BELIEVES IN BILLBOARDS

Enterprising Columbia Dealer Uses Billboards to Advantage-Sells Many Grasonolas to Schools

Although A. F. Hibbard, Columbia dealer at Huntington, W. Va., has had his store only two years, he has already sold quite a number of Graionolas to schools in his tetratory. He not only pushes Graionola sales. Int has a systematized method of attack in the record department,



How A. F. Hibbard Advertises

which consists of an intensive circularizing campaign among the schools, school teachers and principals, coupled with a unique sales idea

Among Mr. Hibbard's latest publicity enterprises is a thirty two sheet billboard, located near a street car switch, where every car stops to wait for others to pass. This billboard is seen by many passengers who pass the switch day by day and it represents timely publicity.

MUSICAL CENSUS BRINGS SALES

The Lipport Jewelry & Music Store, Dyersville, Ia., took advantage of the lull last Summer to make a complete musical census of the 5,000 inbabetants of that town, together with some thousands of the rural population, and as a result of having the facts at hand has been closing an excellent business all Fall, disposing of twenty-two calonet Victorias in the month of November.

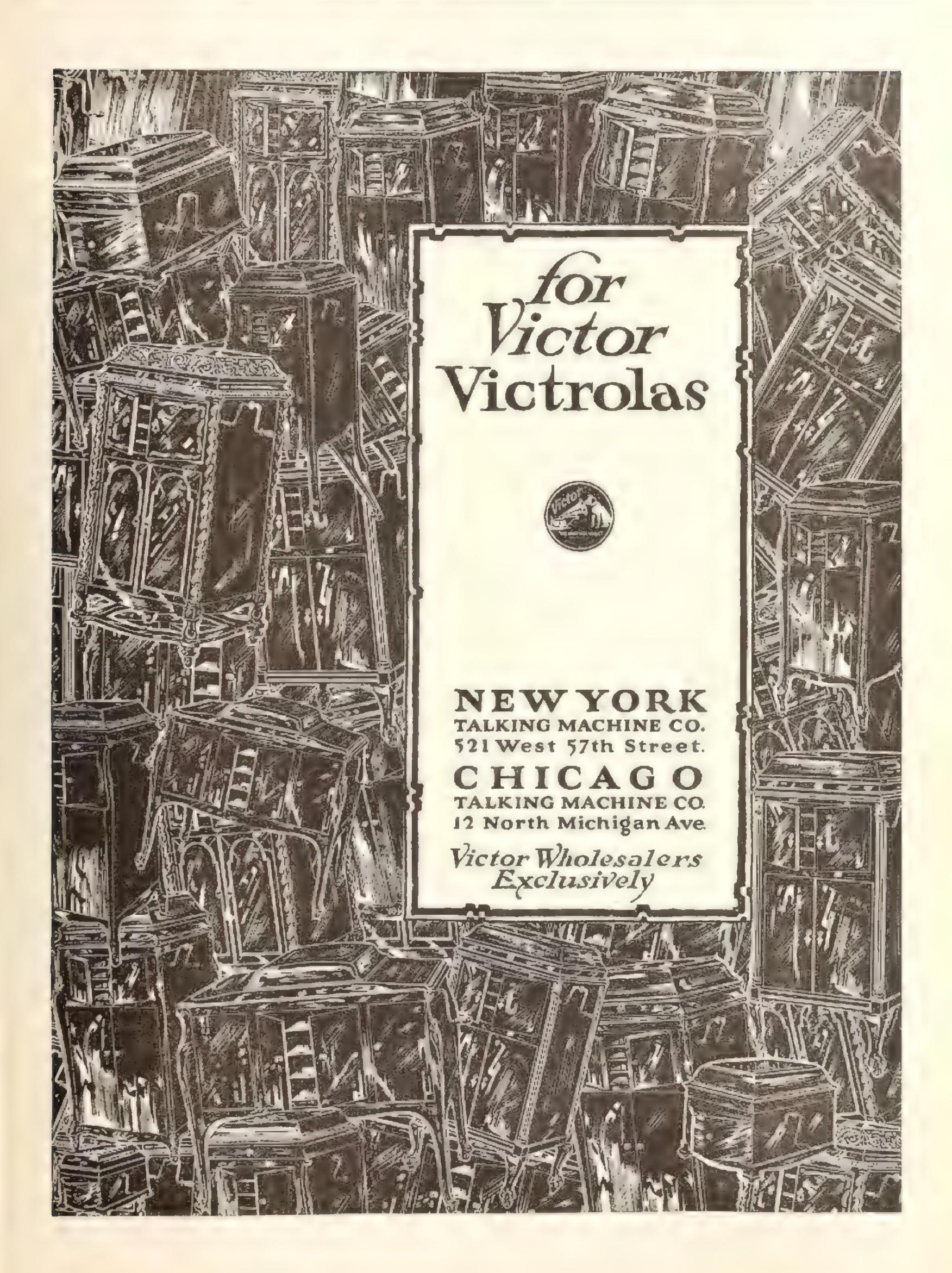
Whatever a man does, if that act is reinforced by his "upper story," he will come out on top,

Empire State Finance Corp.

Gotham Natl. Bank Bldg. 1819 Broadway, New York

Purchaser of talking machine and piano retail collateral notes or leases.

Annual requirements may be arranged.



Mid-West Point of View

We get Division or The World, Chicago, Ill., Jan 10, 1922. We can also New You's resoluting early, to avoid the rush. And so the cities, so that by this time, no doubt, most of the mid-West.

Dong It Early members of the talking machine industry are settled down to the contemplation of the year 1922, and are asking themselves what it is likely to bring forth. Well, one guess sometimes may be no better

process than another, nor are we wise enough to know whether our particular guess does, or does not, possess any especial virtues over those of our friends. But for so much as it may be worth, it is here presented for consideration.

In the first place, let us look at some facts; not deductions, not tuncots, but facts. It is not a bit of use denying what everyone

Facts, Not Rumors knows, namely, that during the greater part of the year now happily past the talking machine business was in rather a poor way. Its own vitality has pulled it through the worst time it ever experienced.

And that says much for its ability to take care of itself. It would Ekcwise be ridiculous to deny that retailers have been stocked up for the greater part of the Summer and Fall and have not been ordering, during this period, save in the smallest possible quantities. The natural result-over tocked factories running, if at all, on short time - has been with us during these past months pretty continually. Nevertheless, the conditions which began to prevail at the beginning of last month (December), and which have continued to prevail right up to the date of writing without sign of relaxation, indicate a very remarkable probability. During December, as we can say on the very highest authority, retail business throughout the mid-West territories picked up wonderfully, with the natural result that many dealers four dithemselves short on certain favorite styles of machines and certain favorite record titles. Factories were unable to supply the last namute demand, in spite of their generally stocked-up condition, for the demand was for certain styles and the stocks of these were rapidly exhausted. In consequence, as again we can say on high authority many orders were taken at retail for future delivery of these favorite styles. These orders are now being filled. The outlook for the innuedrate future is therefore, from the narrow trade standpoint, not unfavorable at all

But there are other and equally important factors to be considered, browier in latitude and reaching towards the general conditions of

The Broader View national and international industrial activity. For the benefit of our mid-West readers, therefore, it gives us much pleasure to be able to say that, as of January 1, 1922, the employment situation in our

terms ries is steadily improving. The revival is slow, but it is none the less certain. Factories in various lines, such as clothing, shows, furniture and so on, are reopening, or, if they had been on part time, are going gradually on to full time. The purchasing power of the people is thus being gradually restored. The process will be slow, without a doubt, and there will be reactions, arrests of progress, hesitations, difficulties. Still, whereas one year ago we could only hope that faines might not become even worse, to-day we can say that things have been as bad as they can be. The clean-up has been of a Thingly complete, and the survivors are the strong and the sound only. We look forward, then, to the coming twelve months with unabated confidence, strengthened by the knowledge that world condirects are gradually coming towards a settlement, if only because it I'm finally been seen that some sort of settlement is essential to the future of civilization. Moreover, the American people by now generally recognize that their own prosperity has become so bound up with the transperty of the world that they must take their share in the labor of house-chaning. Thus it becomes certain that, with a cleaner view of the facts, with a cleaner state of lusiness, now lear, to reak become and reaching upwards again, we may all join in looking for ward with clear-eyed confidence, not blinking the facts, in the king of them

THE autouncement carried in a news column of this month's Talking Machine World to the effect that W. H. Wade has taken over

Wonderful William Wade

one of the oldest and most famous of Chicago's retail plano houses and proposes to carry on its business in connection with his own, directs aftention to the career of a merchant who has known,

better than most men, how to make the merchandising of talking machines into a process of constant growth and success. To-day "Bill" Wade is one of the largest sellers at retail of both Columbia and Brunswick machines to be found in the mid-West territory, and his handsome warerooms on Chicago's magnificent Michigan Boulevard are by this time in the nature of a trade landmark. Ever since the old days with Lyon & Healy he has been a worker and a thinker. He to-day is showing some discouraged merchants that the talking machine business is a big and worth-while, success-bringing business to those who treat it rightly.

Nor everyone realizes how the mid-West is becoming the center—a new and strong center—for the manufacture and distribution of rec-

Progress in Variety ords. We would not say a word against the great and wonderful collections which were first begun in the old days when no one believed in the talking machine, and which retain their foremost position

today. But at the same time we do believe that it is a very good thing to have as much variety as possible in this particular department of our industry. It is very necessary that there should be as much as possible of healthy competition in this line, as in all others, simply because our industry is still in a fluid state and still holds in solution unlimited possibilities for development. Not all those possibilities can ever be worked out by any one group or even by any small number of groups. It seems quite obvious that the future progress of the industry rests, as much as on anything else, upon the perfection of the art of recording. As one finds things at present, each make of record has its peculiar advantages. One is noticeably free from mechanical scratch. Another excels in clarity, i. e., in ability to render the individual voices of a tone mass with distinctness and cleanness. Another, again, is superior in durability, lasting through many hundreds of successive playings without perceptible deterioration of the surface. Each make, we say, has its own peculiar virtues, but no one make can possibly combine them all, just as no one make can be without some distinct virtues. Wherefore the value of competition. We are glad to see a variety of makes, and still more glad to see them all steadily improving as time goes on, No one can question the immense value in a musical way of the records of standard music, both yoral and instrumental. They are playing a vital part in the upbuilding of musical knowledge in America and particularly among those people who have little opportunity of hearing our great artists or our great musical organizations. The talking machine record has a divine mission because musical culture aids in the refinement of our civilization.

AND now, as we reach the last few lines of our page, may we say to our friends of the mid-Western trade one word of a more strictly

Concluding With Compliments personal and confidential nature? May we say that it is a pleasure to note how, month by month, the asperities, the back-bitings and the personal irritabilities which used to disfigure the relations exist-

dealers, and between newcomers and old standhys in the manufacturing branches, are being smoothed down into nothingness? It shows that the trade, as a trade, is rapidly becoming settled, staple, steady; that the wildcat days are over and that those who to-day survive are worthy associates of the great pioneers. Gentlemen, you want, and we want, to see the industry do big things in 1922 and ever after. One essential towards those wished-for big doings is mutual forbearance and friendliness. You are beginning to show these qualities; and though it be late to wish you a Happy New Year, at least we can congratulate you on your wider vision.

From our CHCAG SIEADQUARTERS

EDWARD VAN HARLINGEN

WILLIAM BRA DOWNITE

FUGENE F CAREY

ARTHUR E NEALY

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A SHYDER

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What Our Dealers Say:

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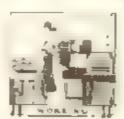
Wade Talking Mouline Company Change, III

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GEER REPEATERS

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WALBERT MANUFACTURING CO.

925-41 Wrightwood Avenue

CHICAGO, ILL

Washert Manufacturing Company 925-41 Wr ghtwood Ave. C ucago, I 1

Please on the transfer of the

Name

Address

Oblight

4 peril silmi iril ki q

for economy— L&H Fibre Needle Cutter

While every talking machine merchant understands the advantage of using fibre needles, particularly for the expensive records, sometimes the sale of these needles is small because of their seemingly higher price.

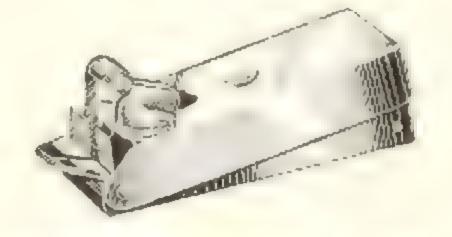
As a matter of fact, the fibre needle is very economical when used with the improved L & H Fibre Needle Cutter.

The L & H Fibre Needle Cutter will repoint each needle ten to twelve times. It is as simple to operate as a cigar cutter and almost as small. The new, improved method of manufacture makes the cutter practically unbreakable. For this reason, Lyon & Healy absolutely guarantee each cutter against breakage or trouble of any kind. Should one fail to give satisfaction, it will be replaced or repaired, free of charge.

Despite these remarkable improvements, the price of the L & H Fibre Needle Cutter has been reduced to pre-war level.

Retail Price

\$1.50



Usual Discount to Merchants

LYON & HEALY

Victrola Distributors

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

ticipating their wants earlier. In spite of the fact that warnings were sent out months ago, some dealers waited until the last minute to order their holiday goods, and consequently were disappointed.

Mr. B bb is sure that all dealers in his territory are looking ahead to a good year.

Changes Company Name

The R C Wade to, of Chicago, which manufactures the Fonctione talking machine needles, amounces that it has reorganized the company and has changed its corporate name to the Tonofone Co. The change in others has been completed and the new men along the others chairs are: J. F. Johantgen, president. Alfred Enger, vice president, and h. ft. flowell, somethy and treasurer. The financial condition of the company has been materially strengthened by the addition of new stockholders, who have added considerable to the capital of the company.

The Tonofone needle made its appearance in the field several years ago and since its introduction has met with great favor throughout the trade. It is a two-piece affair, with a point made from resilient, flexible metal, which embodies many striking characteristics. For example, the ingredients of the metals making up the flux ble point have been calculated to such meety that when traversing the record grouve the needle acts in the same manner as a guermatic tire rolling over a cobblestone pavement; that is, it does not bounce from one ways to the rext, as does the steel tire of a wagon wheel hid, like the pnermatic, rides the hills with perfect smoot. ness and falls down into the depressions. The shank of the medle is made of brass to case the manufacturers believe that the chall made should have no definite voluctors so indomaining quality of its own. The resilent point is time less, and so is the shank, therefore, weither part adds or takes away from the bond qualities of the record

New Brunswick Traveler

The latest addition to the Brunswick traveling forces is Harry I. Ferris, who has just been appointed to cover northern Illinois and couthern Wisconsin. For many years Mr. Ferris had been associated with his brothers in the mannificationing business at Wankesha, Wr., with is his home town. Mr. Ferris succeeds H. R. Mirich, who resigned after lengthy service to open an exclusive Brunswick shop in the conperative store at the University of Wisconsin, Madison, Wis.

Lead Christmas Caravan

One of the most novel Christmas decorations that have been seen around Carcago in a Long time was put into use by Bill and Gus Fricke, proprietors of the Lakeside Supply Co., during the holiday week. Each year these gent entermake it a point to get out with other business men and form a line of good fellows for the purpose of donating Christmas gifts and delivering Christmas baskets throughout the poorer sections of the city.

This year both Bill and Gus decided that they were going to lead the parade or know the reason why. They gained their leadership in the parade by means of a Christmas tree, about three feet in height, which was incurited on the radiator or their car. The tree was decorated with brightly colored glass bells, these and fancy little Santa Clauses, and was illuminated by sixteen small electric lights of various colors These electric lights were wired in multiple and run from the electric circuits of the car. Most of the delivering was done during the evening, and the Fricke car, being the only one deen rated with an electrically lighted Christmas tree, naturally was placed at the head of the proression.

Opens New Brunswick Shop

The Deiniel Furniture Co. of this city, has just opened another new, exclusive Brunswick shop at 2701 North avenue. This new shop was opened for the Christmas holidays, and the proprietors were well pleased with the results obtained. The Deiniel Furniture Co now operates three Brunswick shops. The first is

located in its furniture establishment at 2522 West North avenue, and the second was opened during November, 1920, at 3057 North avenue. All these shops are exclusively Brunswick, and equipped with up to date demonstration booths and record racks.

Purchases Twichell Store

North Mochigan avenue, gave out the auromost ment this week through its president W. H. Wade, that negotiations had just been completed to take over the retail e-talli-hment of J. O. Twichelt. The Twichell business is not of the oldest retail establishments in Chicago, and was organized in 1879. The merger includes, with stock and good with the agencies for the Sohmer, Emerson, Schomacker and Lindeman plato lines.

Murray Harrison, who has been manager of the Twickell concern for twenty years, will continue in that capacity. For the present it is plained to conduct both the Wade store and the Twickell store at their present a blresses, but on or about May 1, 1922, both stores will be merged and becated under one roof somewhere along Prano Row. The lease of the Michigan average store has been sold by Mr. Wale and after May 1 of is expected that some new retail talking ma-

Chancestore will be operad the confidence of the grin assemble place of basis as Mr. W. obs. .

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Sends Out New Calendar Fillers

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Vacationing in Florida

parters a the Republic Burder, left to a last week for Survey Ital, where he is tarted whether I come is the transport of the transport of the Speciford spends a several week is sufficient to the transport of the last restrict the l



WHAT THIS DEALER SAID

"I have tried all cittle different makes of attach ments, but the Oro-Lones remain in a citat be them silves. Rush the enclosed order."

ANOTHER DEALER SAYS

"Your attach ments for playing all records on the lades at Victor and Collumbia, are snaply perfection and the wenderful tene quality is the convincing argument."

WHY DON'T YOU ORDER SAMPLES TODAY?

THE ORO-TONE CO.



TROM OUR CHICAGO READQUARTERS

1001

South State of the to the dibyai the line was out the YEAR THE PARTY OF THE PARTY

I-suc New Catalog

the street terminal t tare the distable the first terms to strate the state of the s e es caribally s to the section of the the total total proofs i the product the new

Colum' in Artists in the City

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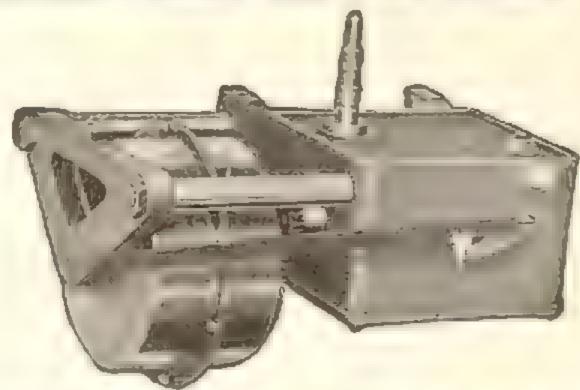
What of 1922?

Mark the transfer of the seal Leigh J. Harris I de la la constanta de for the both for 1922, I. The feat of the Property and man H . I - m II - I am the and the state of the state the contract of the part have already been give the first the event well for PM to ve the applied teach the transfer of the transfer o to it is a great should stand the transfer of the transfer o (2) Fig. (2) But, e's e in the belle, and every the last lite to the proper rewarded the get of arp, works is going I for the form of the factor of th per a section leading craps and the state of the same for the and at the first the second street th to the last the first Publish One-Tone a contract of the state of the the state of the s " - " or " while the The state of the s to the second of the last of the selection of the selecti in the second to make the

Music With Meals

the state of the state of the state of er to "the tent to to, has the honor of the state of the party Mr. Shire lifts I result to any morning and it. t to the and the Rom work tap, Re-The conof the first of the real and the r on Carrier sames, Mr Shirchite. and it address reachbould the state of the A No. 117 gericht

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, selflubricated motors-due to decreased costs in labor and material and a larger

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this mutor, but whose lines have not been high enough in price to do so

The same quality and high degree of inspection will be maintained,

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company 536 Lake Shore Drive CHICAGO

Brunswick model was placed aboard the diner gion, threatening to blow out his brains if he or the Indianapolis flyer, which leaves Chicago at 5:30 every evening. During the Jinner ! our the Brunswick is kept busy playing all the latest Brunswick operatic and popular selections. After the dimer bear has present a continuous ini steale. is I be the alarm. The transfer of the given, which lasts matthabout ten o'clock and thin it and gave the alarm. to which all passengers are invited. Of course, all passengers aboard the train cannot be accommodated as the direct at one trace so Mr. Sintchiffe has lot upon the plan of issuing tickets to all passengers, musting them to appear at a specified time. In this way all passengers are treated to a high class imist alt.

Planning Expansion

The Hierelier Wickes Co. namberry the well-known Hetcher tone arm and sound lox expects to enlarge the steel of its present offices at h East Lake street. The confemplated expansion valls for practically the cities those of the building. At presser the company of expres about half it this space with a smular space or the third floor and a large stocknoon in the basement.

Brunswick Man Disabled

F J Ackerman, city salesman for Branswork, had the misfortune to meet with a severe accident on Christmas ever when he iell, dislocating his left shoulder and broden whis left work. The preadent happened when he was coning out of his garage after putting up his car

Rudalph Wurlitzer Suffers From Burglars

Fore safestioners broke and the store of the Endolph Winditzes too at 700 W -1 Jack-on boulevard, their whole-ale branch, on the night of December 23 and escaped with quite a sent of money seemed from the sale of Christmas goods. The robbers was quite spectacular Fred Begas at, an employe of the Rudolph Wurlitzer Co, was bound, gazged and forced to watch three of the men while they do lied into the two sares. One of the men stood over him with a

moved. According to his stony, the quartet got in through a rear so or, confronted him before he was aware of a and bound han securely Art to to rough a light the hord of Mr. Begason started working at his bonds. He finally freed

Now Handle "True Time"

He lakeside supply to, if the cite, announces that it has taken on the ' fine Time" ecettic motor, manufactured to the Principles Factor Corp. of New York City. In speaking or the new line W. F. Err ke, secretary of the company, said. "We have always advocated electric drives and me the past year have used over 3,000 electric motors in our business. The electric motor has many advantages over the spring drive in that, for one thing, the consebacks and repairs are perhaps 70 per cent less than we have on spring motors. The troubles are usually trilling such as not instance a broken with or a louse connection, and repairs are very readily made.

" Illy made has to a prost extent contended that electric motors do not constitute an importert selling point, but I believe this is a mistake, because they are very much easier to maintain and keep in shape than spring motors. We want to the to make 1922 an clearing year, and we are sure that we can do that. In a blittion to having machines electrically equepped the replacement business is very literative and brings good is 111111

Now With Chicago Talking Machine Co.

R. E. Kane, who for the past three years habecame enected with the traveling siles force of Sterman Clay & Co., San Francisco, has jorne! the Cheago Taiking Machine Co, and will week with the inside sales force. Mr. Kare is very well known on the Coast and his many triends in the trade there were very sorry to see him Lave. He comes to Chieng out an opt offune the for just now the Chicago Talking Machine to, is a out to hold its annual conclave when the traveling men in from the read go over their time for the new year

Firestone With Bissell-Weisert

Fred Firestone is now associated with the Bissell Westert Uni, Victor retailers in this row connection Mr. Frestone is in charge of the Bissell-Weisert Cods outside sales force- and at present as busily or saged in organizate a large convassing crew. His ablitton to the Bessell-Weisert sales force is in thre with the expanding that the new quarters on Michigan avenue will permit when it moves on January 15 Mr. Fire



MANGE ACTURED BY

ALTO MFG. CO.

1801-180 . Cornelia Avenue

CHICAGO

THE ALTO \$1.00 Retail

A high-grade fibre needle entirely of steel, hardened, ground and nickel plated Will cut as well as any cutter at any price.

The Alto Superior \$1.35 Retail

Of the same general design as the \$1.00 cutter. but somewhat heavier; hand-polished and heavi'y nickel-plated

Carry the Alto Cutter; it is a good line

stone's ser, butey server cears ago conducted a bus ness here under the transcof the Prostone Phonograph Co.

Chairman of New Association

At a recent maining of the Western Advertrans Managers' Association & h. Byrne, vice. president of Stoger & Sais Phano Mig. Co. was appear ted charman of the Rylans Committee Mr byr e is a mar of much emmence in the caro advertising circles, who, as advert singthat aget of the Steger to cove temerous complianents for the manner in what he main frined its constructive policies. His abilities have reversed additional terms of the property of his election as secretary and treasurer of the Steger & Sons Piano May Commission Steger phonographs and planos

B. J. Duesler Stirs Up Fort Wayne

Probably the notes of the land many carboad sales conducted throughout the langet-States by the Columbia Graphop on Columbia that of B J Duesler, to dun, r. lene at 1 etc. Wayne, Ind.

A solid carbaid of Columbia Gray and a visbought to Mr. Duesker to supply the least domand created by the holiday season. The trace arrival of the car in Fort Wayre a feet of the ten trucks was sent to the switch track and bed in with Grafonolas. Large carvas signs with placed on both sides of each truck, telling of the arrival of the Christmas Grafonolas. The tracks then staged a big parade through the dischlose furnities section. A Graforiol, and Matter Co. on the first track entertained the Same last are moon throng through which the tracks passed is a deritarytration to the public Operative Godes ricke down at a horse street inter-retrithe transc was held up for a white

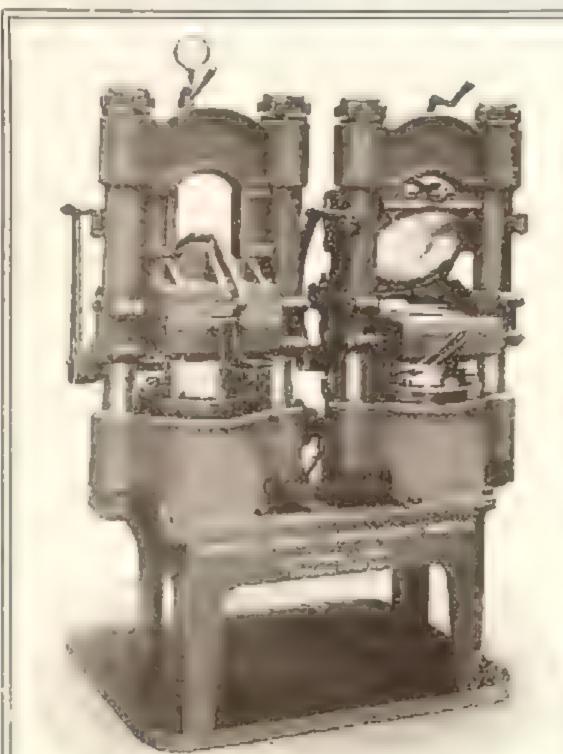
One or the interesting features or the denter stration was the fact that the Berter I' a con-Association of Fort Wayne questioned was tree or not the Grafonola packing owers art all a con-Coincil Grafonolas An invitation on the part of Mr. Duesler to the oficials of the Association to participate in unleading the 'mpts on es' from the trucks brought from the Association a hearty congrataintion on the margin advection mg and sales stant. All the local papers to k thotos of the trucks in action and trememous publicity was given the sale in all parers for the succeeding weak

Visits the East

H. I. Fricke, who travels the northern library and southern Wisconsus terretons a for the tibe theo Talking Ma hine Co spent the Solitar season visiting relatives, friends and trade of quantitates in New York and Catale'; but

About Victor

Something rather original as par as thur that remembrances go was received by the objects of the Chicago Talking Mactine Co. the year when the Krausgill Piano Co. of Lonsville Ko. som thems a live of secure Shortly after its arrival a christoning was held and he was named his ter Arter a folly party, during which Victor



1200

RECORDS A DAY

WITH

ONE OPERATOR

ON AN

ELMES AUTOMATIC **DUPLEX RECORD PRESS**

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

CHARLES F. ELMES ENGINEERING WORKS 224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U.S.A.

Returns From Trip

Manager Jain McKenna of the Colambia Graphophore Co's Chicago office, has returned from a tray through Wisconson, Jowa, Indiana, Michigan and I'mis, where he has been look it a cred the held. He reports that the trade did a excellent holiday cusiness and that there are and few dealers who do not look forward to a st adar and logger business for 1922.

Changes Hands

M. F. Hill, who for the past twenty-eight years has been in the mercantile lossings, at Lagrange, Ill., a suburb of Chicago, is reported to have putchesed the Forest Park Brunswick Shop. This shop, it is said, will be conducted by Mr. Hill and his wife. Mr. Hill plans to pend a set of leating on the outside holying after business and canvassing, while Mrs. Hillwill hook after the stone. The Forest Park Brunswick Stop is exclusively Brunswick, but cirros a tal line of sheet music besides

Sawkins Purchases Westfall

News has reached Chicago that the Sawkins Plano Co., of Alma, Malb., has purchased outright the committee business of E. J. Westfall, of Mr Pleasant Mich The new company makes the amountement that work will be begun im-

procedure exercianch alice, the tolks all got includely to mediately to mediate. une alternabiles and drove to funcilla Park, stuck Berries a conquete a prese and waste it was personted to the Zeo with the markial naterior? the remains care of the combined to the Chicago Falking Machine to the Brunswick and to quite the contribution ma himes. The ster y , a more the ger vision of E. P. M.St., whereamer's was in charge of the north section of the Constant Deparliment Stone

Records in Libraries

During a recent meeting of frances and public librarius all over the V stell Steller, which was held in Chicago no nt. The reachdry or carrying a complete he rary of All tolang machine records was discussed first how the decay on ended has not been and problem-yet but from the little romors paid to, let and bon by The World correspondent at seems or an ituat ere long operatic and popular record will be obtinuable in all of the public literal tion . out the country. It might be a good after the the manufacturers of talking machine thereis to get in touch with their local the marks and mad out what the plans will be

Now Illustrious Potemate

At the arms 1 contains a apost of the Madurali Petriple, Cherry, A. A. O. N. M. S., at ali was held on the even up of December 29, Vellow H. Wade, heat or the Wad. I May May a to was meannessly could be strong the Late The ball Street at the charge

THE MANDEL TONE ARM AND REPRODUCER

It's better because it's different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

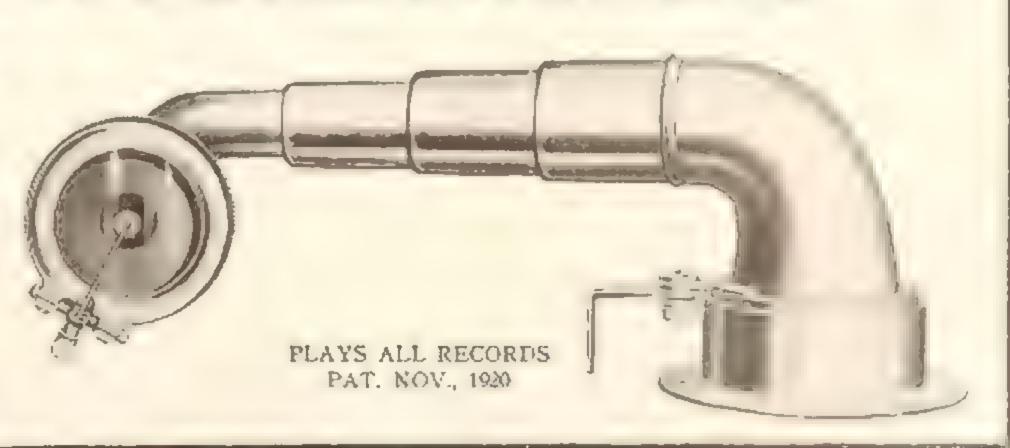
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

Write for sample and prices

MANDEL PHONO PARTS CO. CHICAGO, ILL. 1329 W. LAKE ST.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

a st sight material eigenment in in the values of state than the trade kept l'offeth Walc's place of hismless at 14 North Volk place of hismless at 14 North Volk place of the volk place of the control other temples of the victors in presented other temples of the representation of a presentation returns the grams of a core to this expects. A material telegrams of a core to make cannot be down of the core to make control other regions, which core to be able to be all the store.

Fine New Shop in Decatur

After a sich- of care a planning and preparater for kir and Californ, of Decatur, III, opened the construction produced December 20 with one of the next beautiful misic stores in the Central West, maler the title of Calbour's Music Shop.

Mr. Calleron has been a resident of Decatur for several years, leier formerly connected with a Decatur rewspaper. The new store is decomined to do to little parachag with white channel work today in that endas and telimabia records, Q. C. S. player rells and sheet music are being handed exclusively.

Binger Gets Large Order

For Brazer, representative of the Columbia Crap replace Color in northern Indiana territory, has taken the largest individual order ever receive, from any Fort Wayne photograph dealer and his turned ever to B. J. Duesier a complete carboal or present model Columbia Gratomolas. One work later Mr. Barger visited Logansport, Ind., and sold to E. F. Watkins, Columbia dealer in that city, a similar carboad of Gratomolas. To will conduct a similar carboad sale.

This is 'Bing's' thirteenth year with the Colimbal Graforous Co., being connected with the andring department before your on the root

Increase in Record Mailing

The past Chrismas sea on his revealed a surparing more can be quantity of proceds which are not been delicered as not. A new years ago the amount of mail orders for records was negligible among Characo delicers. Torday, due largely to a growing appreciation on the part of the public, records ordered by mail and delivered by mail morat into huge figures.

Many machine owners who live in the suburbs surrounding. Chicago have been unable to find sunremently lag stocks to select from in the stores of their local dealers. The result has been that they have formed connections with some of the big concerns in town and by judicious use of the catalogs and the names of alternate elections have been able to make as satisfactory purchases as though they were able to hear the records before buying.

One very essential thing has been secure packing, for many dealers have learned through bitter experience that to trust records to the parcel past when insufficiently protected has meant complete ioss, not only of the stock itself but of the patronage of the customer

One of Chicago's most successful dealers rerently said to The World representative "Thave one customer who, this Christmas season, sent thirty seven records away to his relatives and friends. He explained that every one of these people had a talking machine, that this sort of gut was always a very welcome one and that he was able because of these conditions, to go into one store and do all his Christmas shopping at one time. He is, of course, a great luver or music and evidently his family and relatives are, too He selects the better-class records, such as operatic, and in this way helps his friends to build up a bluary and at the same time perpetuates the memory of the gut in their maids As he is a very busy man who travels and is obliged to spend most or his time on the road, he finds it a great convenience to go in and get all his shopping done at once. He never comes back to the city but he remembers his mother and a sister and sends them both two or three record. I magine be is the sort of a man who does not write letters, but expresses his regards and his thoughtfulness in his own way.

"During the holiday season he fussed quite a

but because the Christmas boxes which we had were not sufficiently elaborate. He maintained that the laggest half of a gift was in its wrapping, especially if the recipients were women, and next year I am going to have some very elaborate boxes made and, using him as a nucleus, I am going to see if I can't build up a good business in this one direction. Of course, I will make a charge for the special boxes, not necessarily a high price, but one that will at least cover the cost and give me a fair profit."

To Protect Instalment Sales

At a recent function of the Chicago Piano Club C. L. Davies, of the Llinois Furniture Association and the Chicago Retail Credit Men's Association, told of the movement to protect instalment sales from "skips." Mr. Davies mentioned the city ordinance recently millified in a decision by Judge Trade, which required moving and van companies to keep a record of the removal of household furniture, giving the address at which delivered. The decision of Judge Trade has been carried up to the Court of Appeals in an effort to prove that the ordinance is legal.

It is difficult to understand who would oppose this, masmuch as no honest man objects to having people know where he goes, nor where he lives

Where Will Be "Phonograph Row"?

The recent move of the Bissell-Weisert Co. from the Fine Arts Building to a ground floor location on Michigan avenue, near Madison street, has aroused considerable interest among music men generally as to the inture center of the local nurteal instrument business. At present it is strongly intremched at Wahash avenue centering around Jackson boulevard, where four of the biggest houses of the music industry are located.

Many talking machine men are of the opinion that because of the growing popularity of Michigan boulevard as a promenade and the immense improvement resulting from the boulevard link





Start the New Year
With a Better Factory Service

TRY

OUR JOBBERS FACTORY PLAN

QUALITY

VALUE

SERVICE

We operate a plan that makes

OUR PLANT-YOUR FACTORY

NO INVESTMENT NO HANDLING Q

QUICK AND SURB SERVICE

Build your Business on Wolf Service, a Solid Foundation with a Future. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal on Simply Policy of Just a Square Deal

WRITE TO THE WOLF MANUFACTURING INDUSTRIES

Sales Office
123 WEST MADISON STREET
Chicago, Ill.

Factory and General Office 126 WEST 3rd STREET Quincy, Ill. bridge there will be a temlency to locate new talking markine sheps on Michigan avenue from Madison street north.

Stores of the ultra exclusive "shop" type are the sort which thrive best on such a boulevard as Michigan avenue. It will be interesting to see it this prediction will materialize.

New Corporation

The Bowen Music Shop I is been incorporated with a capital of \$10,000 to deal in massed mestruments. The shop is located at 5510 South Hall -tell street. Its incorporators are John King. John J. Rowen and Margaret Bowen. The lines to be handled have not yet been at a cincid

Another new house is the Quigley Massa Co., at 129 North Clark street. It is to publish and deal in musical instruments, sheet music and so forth. The firm has been incorporated with a capital stock of \$25,000 by Bernamin Corrison, J. Lewis Guyon and Thomas J. Quality

Pushing Quality Goods

Of genuine value to every dealer in talking machines or, in fact, any other class or marches. dise are the conclusions reached in an often at entitled "Old Convictions Are Verified," which appears in the January issue of Fred Quelity News, one of the house organs pullshed by the great house of Marshall Field & to The editorial says, in part:

"The record of a year is complete hand to be is placing before us a fresh sheet upon which to chronicle another chapter of industrial fusions

"On the brightest page of the narrative is great ten the epic of workers, of those who is it had successfully through a difficult hes ness very to means of untiring effort. Our records show that the alert, hard-working salesmen or this here. have continued to make a crolltable moord to gardless of their territory or the difficultive persod

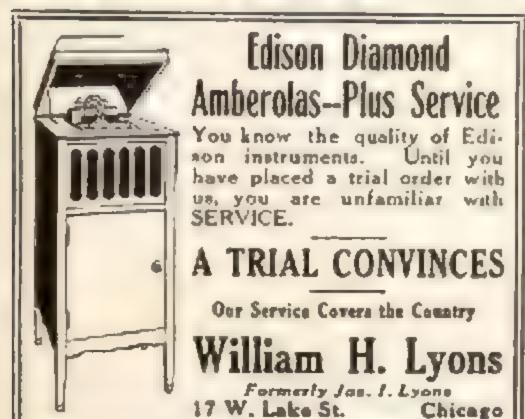
"The same significant fact characterizes the year for our customers. In every section or the country there have been merchants, evaluate opportunities their communities afforded matering in their effort to develop business, or when the closing year has proved successing beyond their expectations. The year has remained industry.

"Another bright memory and sun accest esson of 1921 is that merchandise or high quality enjoyed the surest sale. It has proved that Americans understand that there is conomy in quality; the merchants whose rejettation for quality in merchandise was strongest were as a able to maintain a large volume or has ness

"These two go'den rules assayed in the crucible of 1921- may safely goode as through the coming year. Your business and ours cannot be endangized by clause circumstances, to couch the years they must hold to an unthe training standard of quality in merchandise and meet idversity with the surest weapon-abort, tircless industry."

Filled With Orders

C B Cordner, proprietor of the Symphony Music Co., is one gentleman who is not kicking about present conditions. He informs us that his entry into the wholi-ale talking machine business has been marked by an maistal influx of orders for his diminutive taking machine, "Baby De Luxe". At present he is neable to meet the full demand for this attractive





Sell Quality

Quality Merchandise

Increased Sales Greater Value Complete Satisfaction

Jobbers and Dealers who sell Quality Phonographs are aiding materially in bringing conditions back to normal.

Write us today for prices

HIAWATHA PHONOGRAPH CO.

209 South State Street

Chicago, III.

little net and to but at the present time he is products he hardles and also to teach him resetating for larger manufacturing tacakties where'y he hopes to put the instrument on the market in large mumbers

Importance of Advertising in 1922

William H. Rankin president of the William R Reden Co, sen of the argest of Cheago's adverts nor agencies and which the last few years has handled as neigh talking trachine adverticing as proceeds any agency in the confimy, less with the a very interesting article for the Chause formulat of Commerce. It is entitled. Advertising to the fireatest I codater of the New Year' and is worthly of the most careful attack of everyone in the or any other trade, whether he be manufacturer, tobber or period mered and of the regularity incoming saless maniship as an integral part of his subsect. Mr. Nathin Freets I've talk largely to the mann tacturer but what he has to say can be applied equally well to the basiness of the whole-aler and dealer. He starts off in this pertinent max-

"Ninote in twenty two will be a real advertishas year. When you compare husiness conditions just now with those conditions that were with us and in front of its for 1921 we can say with a sigh of relief that we prefer the outlook for 1922. One thing vertain, 1921 proved the necessity of both salesmen and advertising I believe these two factors, combined intedigently. will be far more imported thin the promotion of Ensiness in 1922 than in any one year during the last ten

"The manufacturer wants, and must have, the sale-man who really seeks sells on such a basis that when he goes back by will get repeat orders. The same man tracturer wants, and must have, advertising that will educate the consumit to ask for its insist on having the goods advertreed. Instead of advertising only for prestige mistead of so called institutional advertising nest manufacturers now look upon advertising for just what it is namely, the most economical way to create a consumer demand for their gonds "

Further on in his article Mr. Rankin has these paragraphs.

"The prime factors in selling in 1922 will be the salesman, advertising to the dealer and, last and most important, advertising to the con-Sillier.

"We must plan to help the dealer more through advertising to create the demand for

least triady attached all the products reducibles. so that the consumer will get lower poors hecause of quicker bithover in sakes of advertisely

"Advertising will help manufacturers to realize their foralist bigus in 1922.

" Go ahead!" means samer and safer use of advertising better sales and business conditions. resulting in 1922.

"Set the example and work too, twelve or sixteen hours a day, and in that way we can eatch up for the time lost in 1920.

"New-papermen, salesmen and advertising mere can do much to improve ansiress conditions, as they always do and as I believe they will do in the year which has just of ence.

(Continued on page 114)

Why Break Records? Just File Them!

That is if you have the wonderful Record pling system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you hand-tome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

Geseral Offices 711 WILWAUKEE AVENUE CHICAGO

Southers Wtolesale Brasen 1830 CANDLER BLOG. ATLANTA, GA.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

Addition to Rodeheaver Staff

Mr. Sar Having, who has be a connected to the Most of all the 2 the, at this case of the month of a like one location is a more than a like one location of the School of the School of the Cheage that a like it is a like the process of the reson of a minuse the distribute of the reson of the reson of a minuse the distribute of the reson of the re

Brunswick on the Canadian Pacific

Word is I in Violance D. C. Out the set II, or Ce. Ind. with class dome at that it is I. Violance is reported in ast car start of its Dranswick is a result of protections. There is the Branswick is a result of protection factor of the property of the property of the protection factor of the protection for the theory of the Branswick like on the order in the front ranks of the Branswick like on the order in the front ranks of the talkenging in the troit in the protection.

Changes in Texas House

Some respectant charges have then place in the finds & there I have to be I table. LexaIt and I. Maxlew has considered a try or
ple-start and more interacet, and David E
Purbug becomes the general airs measure.
Mr. Machew is except speed man in the panel
trade, act has been noted to only with the MayLew Investment to one Davids. M. Burling,
who was already second you prosident at the
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I the tils your President W. L. Bush, who is aga b as lexic after a Winter spent in Chicago the came factory of the Bush & Gerts Co. as it go to Hor ton for the reorganization of the compare a two stores in that cass, which will be or at I made to the roof. Instead of maintainin the Park to Lordy has for the Victrola, record and parter fell ambiguarters three very desirallow stores, with a total frontage of sevenly-five the on Tracts street and one hundred feet on hank as any, will be redecorated and equipped the occupancy strong a big corner location, attribute a not only anaple space for the pianudepartment of also for the Victor record dethat are the warch needs the additional space it 1 1 11 1 1 1 1 1 1 1

Arthur D. Geissler a Visitor

Likery Machine Co., with headquarters in New York Cry has been spending some time, as usual at the Chicago office. He is gratified with the amount of Victor usiness being done in the Mobile West. He found out that the Deciender business of the Chicago falking Machine Co. was a little more than an even break over last year and that it showed an even preader materase over fin Thecembers of the pre-war year d. He returned to New York this week, as a d. also Vice president D in Creed.

He's Been Europing

same! Roseran, who owns a claim of Columtial tones on the West Sile, recently returned to in a protracted trip through Europe. Most of las time was spent in Hungary. He got many good points and some had ones from a study of the contrious in the talking machine industry a read and is going over there again next Spang to see if he cannot get some more and ones.

Accepts Important Position

F. R. Pennington, who was formerly assocated with the Columbia Cu of New York, has accepted the very responsible position of gener, I sales manager of the A. S. Dick Co., the large manufacturer or numeographs, etc., whose headquarters are located in this city

Among the Visitors

J. B. Ryde and Jewett Fuller, proprietors of Fuller-Ryde, Indianapolis, Ind., were visitors to Chicago the first week of the new year. Both gentlemen, who, by the way, handle Victor talking machines exclusively, reported an excellent business for the holiday trade.

J E Meagher, of Ford's Meagher Music Co., of Madison, Wisconson, paid a visit to his friends in the Chicago trade the first of the week. Mr. Meagher had to say that the dealers as a whole throughout Madison were well satisfied with their year's work.

A contenence was held the first week in January by all Victor travelers of Lyon & Healy. Manager L. C. Wiswell presided and plans for the year of 1922 were gone over. Immediately after the conference all the travelers departed for their respective territories.

E. J. Prinn, or Grand Rapids, and his Grand Rapids store manager, L. A. Shoppe, were visitors here the first of the year.

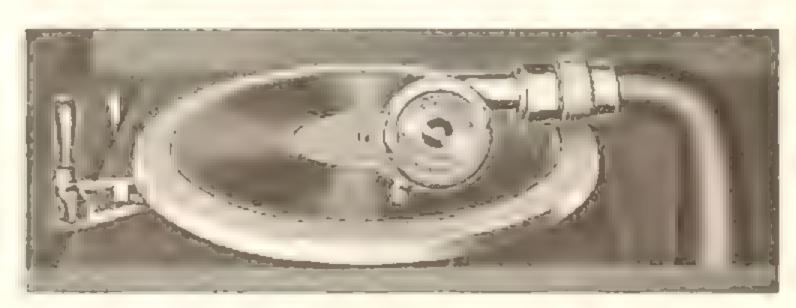
Ben F. Dvorak Sells

Ben F. Dvotak, who conducted a retail Victor shop at 7339 West Madison street, Chicago, has sold out his interests to Wesley H. Wiehe, Mr. Wiehe was formerly connected with Montgomers Ward. Mr. Dvotak, who conducted this place of business for the last six years, has made no plans as to the inture other than a visit to Los Angeles.

Keep Their Dealers Busy

The national advertising campaign, which was put into operation several months ago by the W. W. Kimball Co., is bringing splended results, according to J. V. Sill, wholesale manager of that company. Kimball advertising is appearing in national publications which are known in advertising circles as the quality group, and to date many interesting inquiries have been received. All inquiries received are turned over to Kimball dealers, who are located in the terri-

STERLING EDISON REPRODUCER ATTACHMENT





The Sterling Reproducer with Edison attachment not only harmonizes in appearance with the Edison machine, but harmonizes with it in its perfect adaptation to all Edison requirements.

To say that the Sterling Reproducer plays all records and plays them beautifully is no idle statement. It is based on scientific facts which talking machine experts will appreciate.

The Sterling Reproducer when used on the Edison absolutely synchronizes when playing both hill and dale and lateral records. The Edison machine automatically moves the reproducer 150 threads to the inch and sufficient free motion is allowed by the Sterling for the difference between 150 and 80 threads. Upon completion of the record, when the lever is operated to release the reproducer from the record, the reproducer automatically returns to its original or starting position.

FROM OUR CHICAGO HEADQUARTERS

(Centaries & from page 114)

terres to are which these inquiries or guiated and lemball dealers are being kept busy getting after these prospects. According to Mr. Sill, one dealer who conducts a retail establishment in a whall town in New York State has soll over 425 Kumball tolking machines since September ber I last shows what can be done!

The Chency Resonator

The Chercy Resonator for Lamery is made up of news which is of particular interest to Chency dealers. The bulk of the paper is given over to news of the Victor-Change out the full text of the decision occupying two bill newspaper columns. Other lengthy articles in this issue are obtorials concerning this case and an interview with Professor Forrest Chency tell ing how he originated the instrument which now I cars his name. The issue is newspaper size and is four pages. The fourth page contains many artistic cuts, showing some of the merchandising helps which make the Chency line profitable. C. E. Swanson, sales manager of the Chency Talking Machine Co., who supervises the editing of the Chency Resonator, plans to send the January issue to some titten than sand retailers throughout the United States

In commenting upon the business situation Mr. Swanson stated that the Chency plant is working almost to capacity, but even at that, the company is still oversold. During January the Chency Co. is participating in the sense annual Furniture Show at Grand Rapids and is exhibiting its full line of instruments at its showrooms in that city.

Attracts the Crowds

Over at the Song and Gift Shop, a Columbia account, which is located between Quincy and lers of the using a tiedge than there were in Jackson boulevard on State street, in the least of Chicago's Loop, the sidewalks have been jammed with passers-by. The attraction s nothing less than a spinning turntable in the window, whereon two little kewpie dolls go through the movements of a shinning dance. The little dolls are caused to zigzag back and i othabove the whirling mentable by means of a magnet, which is concealed on the platt can which rests on the turntable. The little dolls in turn are mounted up a wire support which the magnet attracts

What of 1922?

"There has been more or less talk as to what prospects are in view for 1922 and whether or not this year will beat 1921." The above was



strengt a F A Fearm of the Consolidated Jalking Wielen. Co., and, containing, he said. "He your felt is going to be the last the ter soldated laberg Machine to, over enjoyed Lor (xemply, we know that there are more deal-1917, win h was practically one of the last normal years the trade experienced. In that year we brought out our little Liberty device, with it three flors which proved a fremendous siccase and in the short space of two months we will yer a million and a half or these I herty bells. At that him it was industed to us that there were presently a million and a half users. of talking markings who were making use of the estimates. Since that the there has from a tremped ers prorease in the mamber, and this need to the Consolidated Talking Co, that there are a free endons number of talking machase on are all over the States who are in the market for records and accessories. That is the market which the Convol dated Concis groung to

tackle with fiel force for 1/22, and me analy have that ere the end of the year researcing every one of these green and her oven made acquainted with our goods."

Vocation Man Here

W. H. Ahring, general manager to the winder sale brings of the Aconard Christian cago during the later part of December, Mr. Milling was on a tour of his values a socalism formsches and repetrod that a net one in general were unpreced.

BIGGS MUSIC CO. OPENS

Handsome Warerooms Under the Direction of Two Well-known Piano Men in Richmond, Va.

RICHMORD, VA. January 2. The Boggs Music Co., Broad and Therf streets weret vioyened a very hand once was somewing is fast become ing a music center of the city. The sore has a complete line of paino, player pisto significaçõesducing partor is well as of talking the const The piano department is the surgest W. Fram R. Reinkarl' and L. T. Course, while the talking machine department is in by the supervisor of L. Bert Sambter. The company barely the Knabe, Ampion and other instructor Mr. Reinhardt aid Mr. Ginnel weicher mary years connected with the Corley Co. as general mannegational sales manager to policy of

CLOSED HEALTHY BUSINESS

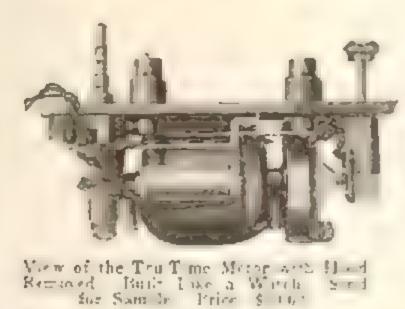
General Phonograph Corp.'s Business for December Very Satisfactory-Okeh Sales in New York Particularly Pleasing

"Okch record vides for the most of De enher were very satisfactory," said Otto Heines man president of the Senera Presidence Carp. in a that with The World, "Pract-ally all or nat publis coso, a special net profit demand for foreign large, o re-ords in particufar was far leveled on extend on the same of Okch records in New York territory was especially gratificing, and now accounts are being opened daily in the east opens a love of

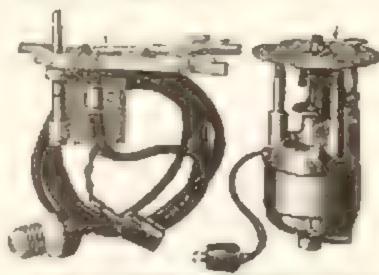
"Motor business for Dynable when a mostly satisfactory, and there so no to a the regard ing at the shirt of the New York Carry remaslast year. When 1921 1250 to 31 1 2 1 1 1 the worst, but with the figure of the socre we all feel that bett i business a construction byparently we have been it make the company and the tide has turned for the better

ELECTRIC MOTORS GOING BIG

Both for Complete Machines and Replacements



BOTH **MOTORS** RUN ON D.C.OR A.C. CURRENT



Built for Sevice and Proced to Use in Medicarte Proced Machines.
Sample, \$19.50.

CHICAGO, ILL.

Let us tell you about our "F & L" Automatic Stop for use with either of the above electric motors, or any other motor.

Let us figure on your 1922 requirements: On completed machines (spring or electric), Cabinets, Motors (spring or electric), Tone Arms, Hardware and Accessories.

LAKESIDE SUPPLY COMPANY, Inc.

416 SOUTH DEARBORN STREET

TELEPHONE HARRISON 3840

DETROIT TRADE WELL PLEASED WITH GENERAL BUSINESS

Dealers and Jobbers Gratified Over Showing for December-New Jewett Models Coming-G. W. Hopkins Believes in Action-Vocation Progress-Grinnell Booms Michigan Composer

Derson, Mich., January 4-The month of Decommon turned out just as we preferred it would or any in the month. Directs have a very good I much has need talking the sour shear my ners tally bester to me a would have otherthe line we have could dealers very bisy taking inventory or their tack to find our mist what they would have to too, ler. We are mark in saying that while no dealer will make as complete in 1921, as he did in 1920, he is to in the large to know that he has been a hi to stand up during the depression and the worst sle up that Detect has ever had. So after all, there is readly a siteat deal to be franking for as prospects and currents leight the 1922, and especially for the dealer who is willing to "go and get lesseness" and not rely entacly upon the national a verticing of leading maintacturers to bring the Justicess to them. When Roger W. Bale-on, the finance economist and statistic

cran, was in Derrot recently, he said, "There will be plenty of husmess in 1922, but those who want a will have to go out and nok for a with a lanters "

Jobbers Pleased With Holiday Demand

The whole-alers did not tare so well in the month of December, wesch are not in estal-November is invariably the best month of the year for the jobbers, because it is during that month that they make their greatest number, and larg strot shipments to bearers were ward them for the month of December Orders do not come in very heavily to the jubility during Decomber, as dealers are circs to stocked up, or by ordering a number here and there as they need them. But we'll say this ranch, the job ers are very well picised with their helphay to be and they do anticipate a revisal in Talkers cancling business with a the rext few months

Record business seems to be holding up very

good for everybody, and January is proving an excellent month for records. The thousands of people who received talking machines for the holidays are naturally good buyers of records, and we find the record departments very busy places these days. In fact, January is one of the best mouths of the year for records.

Grinnell Bros. Featuring Guest

All of the Victor stores are housting the first record made by Edgar A. Guest, Michigan's tismous compuser of sentimental poems, who writes daily for the Detroit Free Press Almost every Victor store in Detroit is boosting the record and pushing it Grinnell Bros. even went so far as to have the three poems printed in white on a black card, placing them in their window with a large photo of Mr Guest, with the record. The display is drawing crowds every Lour of the day and the record is proving a big seller. Dealers say they have noticed it brings them a new clientele of customers, many of whom are school teachers, who want it for their school,

Good Year for the Vocalion

S F. Lind, of the Lind & Marks Co., Detroit distributor for the Vocalion, reports that he had a very good year, despite the fact that his company did not start in until March-the worst month of the year. Each month business improved and November was the best month of the whole year Right on January 1 orders began yourned in from dealers, which indicates that Vocation dealers enjoyed a good holiday traile. At Land is extremely enthusiastic over 1922 and believes that the industry will enjoy exch greater pro-perity than it did in the year rist ended. Some weeks ago Mr Lind was in Yes York, accompanying Henry Their and some members of the Ritz Detroit Orchestra. While in New York City Mr. Theis made four records for the Vocalion, which are to be released as a special some time in January. Mr. land no scorer noticed his dealers of the new records to be released than he was swamped with orders, as Mr. Theis and the Ritz Orchestra are very popular in Detroit and their new records are certain to be a tremendous succase. Mr. Land is planning a number of novelty advertising and exploitation stants to increase the demand for the Theis records.

New Jewett Models Ready Soon The salesmen of the Jewett Phonograph Co built for their respective territories this week, atter spinding a week at the home office conterm 2 with executives of the company on plans for the new year. A. A. Fair, sales manager. west over the Jewett product in detail and annorms of that within a few weeks some heartiful rew models would be ready for the market. Several of them were on exhibition and the adesined almost gasped for breath when they looked them over and were told the low prices at which they would be sold. "This company is trying to make the greatest phonograph in the world and at the least possible profit," remarked Mr. Fair to the writer. As a wind up to the sales conferences fired Underwood, general manager of the Jewett Phonograph Co., tendered to the salesmen and the various department heads a dimer at the Hotel Statler on Inc-day, January 3. There were a few short talks in which the various salesmen asstared Mr. Underwood that they would work as never before in 1922 and that they felt sure of "tringing bonn the bacen" During the evening Finer Wilkinson, production manager in charge of the factory at Allegan, Mich, explanted in detail the making of the Jewett phonograph, from the time the tree was chopped in the forest to its mushed state in the phongraph Mr. Wolkinson opened the salesmen's eves when he described the quality and the tine selection or woods that were put into the Jewett, although the average person or dealer would not thoroughly appreciate it. Still, it was there, just the same, and meant lifetime crofurance

Some Big Plans for 1922

The lewett Chonograph Co has great planfor 1922 in the way of increasing selling force and increasing manufacturing facilities, in ad-

How's Your Stock of Victor Records?

The great number of Victrolas sold during the Holiday season gives you an entirely new group of buyers buyers who are eager to add to their record libraries. Are you prepared to care for this new demand? Right now, through having the records they want, is the time to make them YOUR steady customers. Have you a record stock that admits of your properly developing and profiting by this new business of retaining your present buyers-of bringing back those you have Iost?

You'll Find Us Well Prepared to Care for Your Needs

All orders filled same day received. Transportation facilities that admit of getting Victrolas and Records to you in shortest possible time.

If rite for his of reords relected by our commuttee as the best select for the coming wonth. To allow us to formula this will not alexante you in the leads and it terts aid year entween up your 100

Grinnell Bros.

Wholesale Distributors of Victrolus and Records

First and State Streets, Detroit

dition to more attractive exigns and models New accounts gavere have been added in the past two months in the hast, as well as in the Maidle West, and applications are received every day for the and mevery part of the country Recently the company leased storage space in the Old Firmand Organ Building, at I welth street and the Grand Trunk railrowl, from where all shipments are now being made

Records of Detroiter Are Popular

A record made y the hine, on to, and which is costain to prove popular in Detroit, it but all over the constra, and especially in the large cities, is that of I Leonar' Braun just released. Mr. Braun has been in Detroit the past six weeks, giving resitals before Jewish and other organizations and he has been a great success. He has also made a record for the Victor Co., which will be released later. He is to give a series of twelve recitals in Michigan Indiana, Linus and Wisconsii, chore retaining to New York some time the latter part of January Mr. Brann has written the Ranal of the Bina Britte, a Jewis i organization with over a million mem'ers. His home is in Detrait, He will continue to record for the Victor Co.

To Open New Brunswick Shop

The Brunswick Music Slog of Muskepan, Mich, is opening an exclusive branch at Grant Haven, Mich, under the maragement of Art Wangerden The company research open 1 itnew and handsome shop in Musle and

George W. Hopkins Visits Columbia Branch

H. E. Gardner, manager of the D front branch of the Columnia Control of an advancement trip through the State and said he found custness indroving as the small town. He reports that new Columbia leaders in his territory are You Phenograph Shop, Apsilanti Mel., Grub s' Music Shoppe, Telede, O, and the was very successful. Harper Music to Ditroit

Since our last letter George W. Hepkins, general manager of the Country Graphoga me

to, was in Detroit and spent a day in conference with Mr. Gardner. Mr. Hopkins santhat America had been through a slump which came suddenly and unexpectedly and toat American industries had stood up exceedingly well, considering the chaotic condition or trings, and that he believed that it phonograph usalers would put their houlders to the water and work harder than ever before they would find the public ready to respond. It has always been the contention of Mr. Hopkins that the average phonograph dealer is too casily satisned and lacks the ambition because sales are created for him in advance. 'Just imagine what these same dealers could do if they would go out and create new business themselves," he haoften remarked. The opportunities in this in dustry are unlimited for the man who is willing to work, and a man's success is judged by the atnount of work he does."

Oscar W. Ray, manager of the record depart ment or the Vocation to, was here recently, conferring with Sam Land, of Land & Marks Co. He also v sited Cleveland and Chicago while in the Middle West

Jules H. Roos, director of sales for the needle department of the General Phonograph Co., maker of Itale-Tone neoffes, was here Christmas week and said business was very satisfictory.

Carload Sale Goes Over

The Detrint Music Co bought two carloads et Cosumbia phonographs just before Christnows, which they advertised very extensively at special prices. When the machines arrived they loaded their on two great, hig trucks, and has, binners painted for all sides assistinging "A carload siapment of Columbia Graphophones, to a sold for ten days at special prices. Charies Smith, secretary of the company, says the sale

Takes in the Jewett Line

For Preeditch Music House, of Grand Rapids, Mich, has added the Jewett phonograph line

OGDEN REPORTS GREAT ACTIVITY

Tremendous Holiday Demand for Ogden Specialties Throughout the Country

LANGRES .. VA. January 6-J. B. Ogden, president of the Ogden Sectional Cabar t Co., of this city, reports that the demand for Ogden stands tor table medicated portable machines has been very brisk and that immediately provide the Christmas holidays a large number of telegram rush order- were received for immediate express shipment, indicating that a number of dealers were completely sold out of the stands. Mr. Ogden jurther reports that he has received a number of substantial orders from Victor jobbers who stated, when ordering, that they found the stands and service tables were might in demand in committee with the table models. The factory has been working at nell capacity and, although it was originally planned to close the factory for a day or so during the Christmaholdlays, the rush of business made this impossible. Referring to toreign business. Mr. Ogden stated that Late Anchora bas ages is constantly in proving and that displacents to South Africa and Austral's are likewise approximately is expected that the Ogden stands will be shortly introduced in talking macaine cards in Arraig India and Judo Churc. Mr. Cod a Policy - that the trend of the times points toward greatly increased business during 1922

NOTICE Record Dealers & Shippers RECO-RAPS

A Transportation Package for Phonograph Records

Saves Far more than their Cost in Postage and Insurance Prevents Breakage.

THE RECO-RAP CO.

St. Louis, Mo.

104 North 12th St.

Write us fer particulars and samples

TO PARTICIPATE IN THRIFT WEEK

Members of Music Industry Throughout Country Indicate Intention of Taking an Active Part in Forthcoming Thrift Celebration

That the incliners of the music industry throughout the country are plaining to particupate actively in the Thrift Week campaign during the week of January 17-23 is indicated by the derived being made upon the Trade Service Bureau of the Music Industries Chamber of Commerce, as well as upon the National Bureau for the Advancement of Music for advertising and publicity matter hooking up the music trade with the thrift idea.

Dating December the first issue of 50,000 ocklets, 'Music an Aid to Thrift," was almost exhausted, and a second lot of 50,000 was orfered. Dealers who want the booklets, window streamers, display eards and newspaper advertising copy offered to the trade are alvised to send in their orders at once to the Chamber ourse at 105 West Formeth street, New York tity, in order to allow time for filling orders co re January 17.

A special notice has been sent to music mercharity in towns and eitnes which have registered for local observance of Thruft Week, call ing attention to the special thruit service of the Chamber

COLUMBIA CO. VISITORS

There were quite a number of visitors at the Columbia executive offices in New York over the holdays among the callers being Thomas B Niles, assistant manager of the Pittsburgh branch, accompanied by Mrs. Niles, D. H. Delrell, manager of the Sait Lake City branch or the Columbia Stores Co., R. H. Woodford, manager of the Columbia Co.'s Cincinnati branch, Mr. Markson of Mark-on Bros, Columbia dealers at Syracuse, N. Y., and Carl Bueclmer, sales representative of the Boston branch, The visiters agreeall optimistic over trade prospects.



needles made with Flexible

Point and Solid Brass Shank.

*** 1 ' ', 5 7 4 5 C

10 11/1/19

Are guaranteed to make clear and accurate reproduction of

Original Tone

To minimize Surface Noise and not to injure records.

Other needles sold under various names have come and gone, but



1. 3 = 5 c t

TILL TIME

TONOFONE NEEDLES

have stood every test and Pa. at 10m.

ARE HERE TO STAY.

Liberal Profits to Dealers. Write for Samples and Revised Price List.

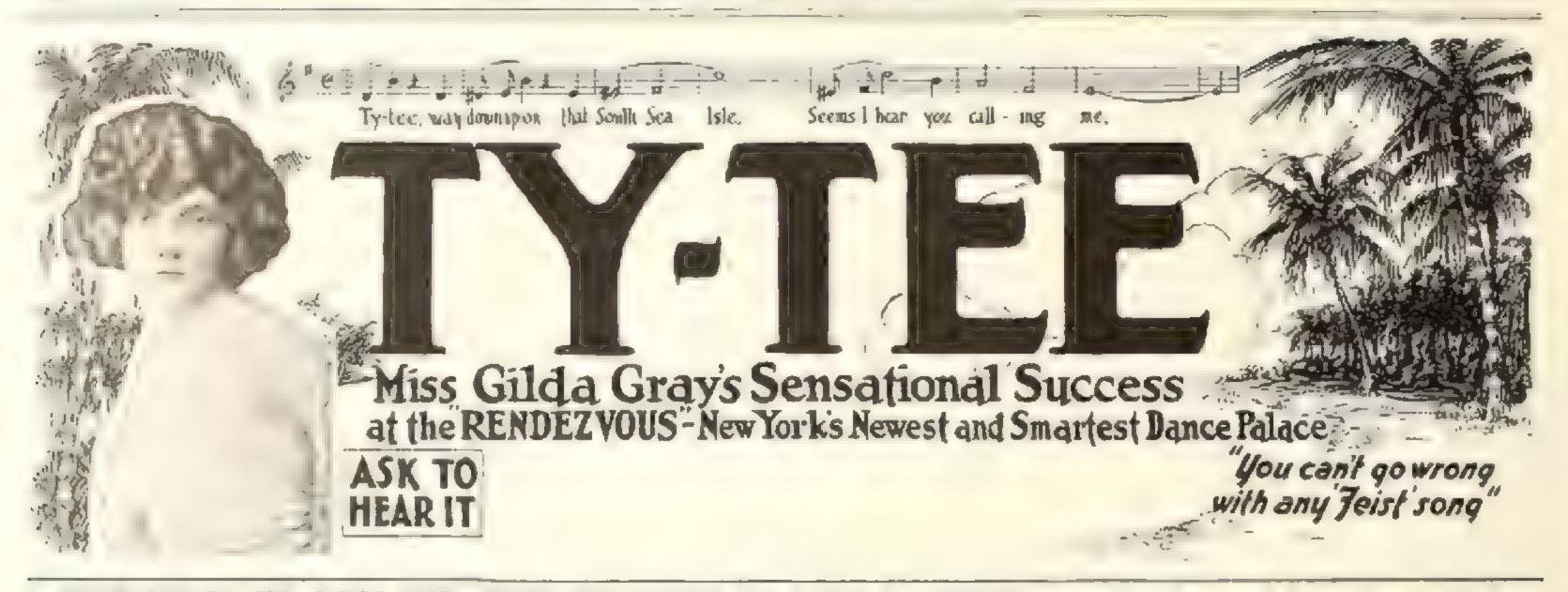
The Jonosone Company Makers

110 S. Wabash Ave., Chicago, Ill.

MODERNOLA GROWS IN FAVOR

Modernola Sales Co Reports Satisfactory Holiday Business, With Good Outlook for 1922

The Modernola Sales Corp., N.w. York City. Eastern distributor for the Modernola phonegraph, reports that its dealers completed a very successful Fall and holiday scason, and that from present indications, 1922 will be a very satisfactory year. George Schfeit, procedent or the company, stated that the recent new paper campaign conduct dos the metropas an dadies was highly productive for both the Min rabba Sales Corp and its dialers. This campaign cliented replace from foreign countries altrough only appearing in New York papers. Mr. Senfert has in his pursession at an bit, received mem an ad appearing in the New York Times, from a town in 19600 wher the reader was so buildy impressed that he immeriately offered a rodel of the Mademon and sert in participation shares of stock in a tarmes' corp., con any



A TREMENDOUS DEMAND FOR RECORDS IN LOS ANGELES

Holiday Trade, Despite Unfavorable Weather Conditions, Most Satisfactory-Many Concerns Report Phenomenal Business-New Local Record Manufacturers-Interesting Review of Conditions

ins Asserts Car, January 4.-December ended in a divice a globalia respect to sales of fallong may no shared be on as, according to reports from proceedly all nunsic stores in Los Angeles, With many extra assistants the record departrects in speak difficulty in coping with the the stores every dr., and all day, for several days, meeting with as allost greater problem in keeping track of i early and returning them to their proper places so that they could be found when wanted, but, or mg to the fact that record stocks were mile in better shape than in former years, recor sales were extraordinarily good. Rain fell. along the last week before to the color appeared to have no effect upon sheppers, except that it probably served to preto the eminant was compliated one store to sa the on their purchasing quest.

Barnes' Sales Break Records

Gira. H. Parnes, president of the Barnes Music Co., do faces lamself to be extremely well the ed with the sales of the Prunswick departrest to the month of December, which far excould those for the corresponding period of and wat, and particularly for Christmas week; rest week will see them with a practically dethe desired

Phenomenal Sales at Barker Bros.

! W. Bestle, general manager of the music depart of at Barber Bros reports that the It is '1. P.21, sales in the talking machine departies to we could by a large margin those of 192" On the Welge-day immediately precontrol line, single the light water mark in sales of the cold for one single day was reached, i czyty iven. Or the eighty seven ma and self size consisted of a thousand-dollar per in the fore were in excess at \$500 each, the transfer varied in prices from \$50 Mr. Is other coupling zero the fact that the second of the second machines by his firm attended three weeks herore Christand the specific ferms, in and the state of the actually stated that



-: MILL STREET

The Most Dependable and Inexpensive Lid Support on the Market

the new channel *upport is constructed of one piece of nictal and it works automatically per-

BLOOMFIELD, N. J.

that The langers are made in two styles-flexible 11 1 1,00 1, Samples on reswest.

the goods were not offered at bargain prices on terms-N. B.: Would one call this kind of advertising appealing to the customer's pride, getting the customer's goat, or raising the house's prestige? A combination of all three, perhaps Anyhow, it seems to have brought home the bacon.

Southern California Music Co. Crowded

The talking machine departments of the Southern California Music Co, both on the first and third floors, were crowded to capacity during the last two weeks before Christmas. Edisons, Victors and Burnhams were sold in large quantities, and the record departments smashed all former - er - er - totals, Manager Westphal states.

Hamburger's Require More Space

Sales of Victors, Brunswicks and Vocations were excellent throughout the month and the expeeted rush occurred during Christmas week; some difficulty was experienced in taking care of all record cu-tomers, all demonstration rooms being filled. Harry N. Briggs, general manager of the music department, is looking forward to bug extension plans in the very near tuture, at which time the present space occupied by the department will be doubled or trebled.

Among the Wholesalers

Charles Ruggies, Los Augeles, manager of Sherman, Cay & Co., Victor distributor, reports that sales for December were the largest in the listory of the branch.

W. F. Stidliam, manager of the Los Argeles wholesale branch of the Columbia Graphophone Co, is well pleased with the sales for Diceniber; the Los Angeles branch has led the United States for seven successive months, according hi quota

Howard L. Brown, manager of the phenograph division of the Los Angeles branch of the Branswick-Balke Collender Co., states that sales for the minth of Dicember, 1921, exceeded those for December, 1920, by over 100 per cent. The Los Angeles branch occupied top place for every month of 1921 in the listing of all the branches of the United States for sales per capital and showed a larger percentage of gain than any other branch.

E R Darvill, Vocalion in mager of the Commercial Associates, spicessors to the Western Johlung Trading Co., distributors of Vocabons and Vocation records, reports that sakes for 1921 were very satisfactory. Dealers have been foud in their praises of the record service which has been given to them, and are pleased at the new fitteenth of the month release, which will go into effect at once.

Irving C. Franklin, sales manager of the Barn ham Phonograph Corp, stated that extra shifts had been employed at the Burnham factory, keeping the wheels turning dady until 11 p. m. up to within a tew days before thristmas in order that they might cope with the demand.

Mr. Franklin looked forward to a still larger increase in 1922.

M. F. Fybush, general manager of the Blue Bird Talking Machine Co., declared that work at the Blue Bird factory during the latter part of the year had called for extra pressure, especially due to the demand for certain models; 1922, in his opinion, should bring excellent business for all lines

Record Factory and Laboratory in Los Angeles

Los Angeles is to have its own recording laboratories and record presses in the immediate tuture. The Golden Record Co, is the name of a new concern, which plans to record and manufacture records here. The record which it will make will be golden in color, and special attenbon will be given to the recordings by private persons of records for their own private use. Theophilus Fitz is at the head of the company, and has had many years of experience in the business

New York Man Stays in Los Angeles

J. G. Pierce, for many years assistant to Herbert Brennan, of the Rudolph Wurlitzer Co., New York, has located in Los Angeles and is at present connected with the sales force of the Starr Piano Co.

Will Go Into Business

J. A. Salone, Columbia jobber for the province of Ontario, Canada, has arrived in Los Angeles and is believed to have decided to make this part of the world his future home, and, with an inherent dislike for idleness, will engage actively in the music business, principally phonographs, in this section.

JOHN CHAS. THOMAS GOES TO ITALY

Popular Baritone and Vocalion Artist to Study Under Jean De Reszke

John Charles Thomas, noted musical comedy barstone and exclusive Vocation record artist, recently made his farewell appearance in New York prior to sailing for Italy, where he will spend some time as a pupil of Jean de Reszke. With the additional training thus received it is believed that Mr. Thomas will find a new pinnacle awaiting him among American baritones on the mand opera neld,

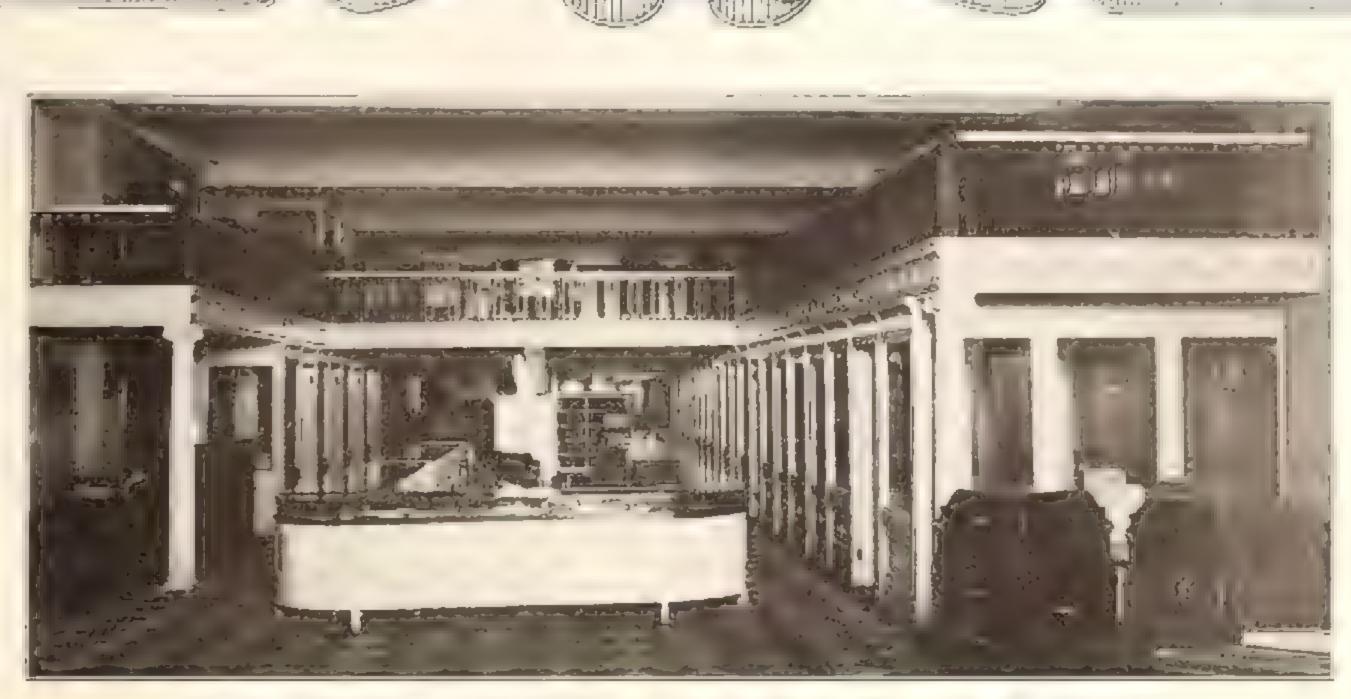
THE BROOKS INBUILT AUTO-MATIC REPEATING **PHONOGRAPH**



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone Send for deal-

BROOKS MFG. CO.

Mich. Saginaw



The Geo. 1. Birkel Co., Los Angeles, Cal. A progressive dealer with progressive equipment

1922—The Year of Discriminating Buyers Are You Ready for Them?

Trade Leaders predict good business in 1922 for the Talking Machine industry—but they also predict that the purchasing public will be discriminating.

The Quality Market has returned—the attractive store which suggests quality will secure normal 1922 business.

Analyze your store—plan to make it the focus point for the quality buyers of your community.

The Unico System has accomplished this result for the Birkel Company of Los Angeles (the photograph and letter tell the story).

The Unico System will produce the same results for you.

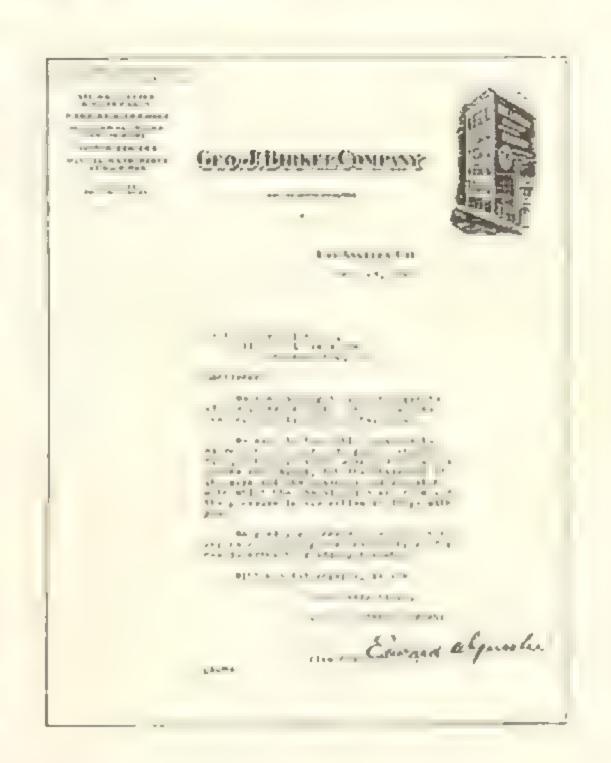
Consider your essential requirements in equipment!

Price?
Sales Background?
Quality?
Service?
Investment?

Low!
Attractive and Productive!
The highest!
Quick but dependable!
Secure!

Unico Equipment fulfills all of these requirements -- not only fulfills but guarantees them.

Consult our nearest branch in reference to the Unico Guarantee of Price, Quality and Service.



UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N Y 249 Madison Ave., Lor. 41st St ATLANTA, GA. 49 Auburn Avc. DALLAS, TEXAS 200 Dallas Bank Bldg CHICAGO, H.L. 30 North Mirhigan Ave.



LOS ANGFLES, CAL 274 I. W. Hellman Bidg DENVER, COL. 1741 Champa St. SALT LAKE CITY, UTAH 150 Main St.

Address our nearest office TO-DAY





HONOR LOUIS D. ROSENFIELD

Emerson Sales Executive Guest of Honor at Testimonial Dinner Given by Artists and Dealers—Presented With Handsome Loving Cup— S. J. Corsover in Charge of Arrangements

table 1 = 1 to the Market of the Marie graph Co. New York was to great of himorate a function of the New York to during a function of the Artist of the Marie Mari

The course the many of the deposition of the Many of the part of the part of the form of the following the Many of the part of

The sonting of the evening was 1. If Decker, been agreed for the literson literarape to a confirm the literson literarape to a confirm the part with separation particles. As the first special of the evening Mr. Decker is the literarape the and one of the research that is a confirmation of the literary of the literary of the literary of the difference of the industry. The foremost technical experts of the industry. Its Emerson's comments regarding the various

prises or 15 daylobroun of the holing macing were recised will been eithesism.

Other speakers of the evening included H. T. Leinning, vice president and general manager of the Emets of Phonograph Cor: Harry G. Neu, sales manager, Mr.s. L. an M. Corb crodit more sit and Schox J. Corsover, chanman of the diamer agrangement committee, who was large viresponsible for the success of the event



Louis D. Rosenfield

In the course of his address Mr. Conserver pades a single tribute in Mr. Roservold's a lend pades of their in and the dealers and dealers and dealers and their address Mr. Roservold's willinguess and dealers and the address Mr. Conserver produced Mr. Roservold's address Mr. Conserver produced Mr. Roservold with a hard-some sover produced Mr. Roservold with a hard-some sover produced Mr. Roservold in esteem tions the areas dealers and the haser esteem tions the areas dealers and the haser and personal trends with whom Mr. Roservold had been asserted for annual errors.

In expressing his appropriation of the boson conserval upon him by the grassis present. Me Reserted offined brooky the arms and ideals which had formed the foundation for his activities in this undustry. He stated that he would do tall the cup as his most valued possession because it represented the good will and love of his tellowmen.

The imisical previous or the evening was a lengthy one and cach a indict was received with enthusiast campaise by the artists. All of the artists appears a are well stown in talking machine and musical moles, and among the artists on the previous acre blue 1 one elegier, for nech a course of the Metropolitan Opera Company, loseth Lelliand, S. Bernin, S. J. Consover, Succe. Paskal, Fred Duff, A. Schwartz and danchter, and the Misses Lindeman and Leman.

M. Ross, of the Realto Phonograph Co. was placed in the commented which placed the denor and was a 's consted to H its Dim and Mr. Corrover. They lest nothing undone to hado the denor a seasons and well deserved the contraction which they received at the discordance come which was greatly enjoyed by converse to attentions.

E. R. BURLEY TAKES OVER BUSINESS

Between N. Y., James, to The nather-hip heretoon existing between hilward R. Burkey and A. V. Bresnager under the firm name of Purky & Bresnager, Victor to long nachine dealers of this city, has been dissolved and the bust-hers will be combined in the future by Mr. Burkey at the present address at 332 West Ferry street.

MULTUM IN PARVO

He that sawaisheth nor reponerh not when he's "broke" but getteth out and hustleth in the vine said stell eather!

Imported Homokord Records

"A Better German Record"

More profit in selling Homokord Records. Let us send you details regarding agencies.

A. G. KUNDE

Importer and Distributor

344 E. Water Street

Milwaukee, Wis.



"Ka-Lu-A" and "Blue Danube Blues," two new dance hits from the musical comedy success Good Morning, Dearie, are played tantalizingly by the Knickerbocker Orchestra, another new addition to the Columbia list of musicians. A-3516.

Columbia Graphophone Co. NEW YORK



RECUPERATION NOW AT HAND, SAYS HERBERT HOOVER

He and Secretary Weeks See Great Promise of Better Conditions in All Lines During 1922-Period of Liquidation Is About Over and Recuperation Is Bound to Follow

Washington, D. C., January 3. Much of promise in the new year is seen by Secretaries Hocker and Weeks, who in statement- 1-suel or Saturday last declared that the American people could look forward to 1922 as a year of recognition

"Considering that we have gone through the greatest war in history and considering the dangers that we have passed through in the great madjustment of 1921," said Societary Hoover, "we have a lot to be cheer's over and we have ahead of us very substantial nope of steady improvement both at home and a nost."

"The industrial and social apheaval in their from the war reached its cross during the old year," said Secretary Weeks. "He remaind adjustment has been trying for the proceed and the Government alike but the random and

what the American prople have been putting their attains it order diving the past tex months in key the outbold for complete in tustical advesting to and their ting prospectly during the cannot year length."

Mr. Bearing his statement said

If he even one situation for the New Year holds much good promise. One year of liquidation is over and we can look forward to a year of the speakers. Except for the season of the of the Winter we should have a continuous besenting of preparation and an increasing heteroment in the agricultural sanation. We have presed through the nest promptious price drop a our history of drop averaging nearly \$0 per cut and here situating for withing of somethers more than \$20.600,000 mm in the agricultural and here situating the withing of somethers more than \$20.600,000 mm in the last a Not in decing 1921.

We have self a good many teacherment to be made, due to the inequality in the fall of prices and wages. The former has fallen to much Some of the melistric, such as ceal radways and construction, are far above the average levels of the country; but ico omispressures, although principal are in notion which will eventually reduce the expenses and the charges of these industries against the community.

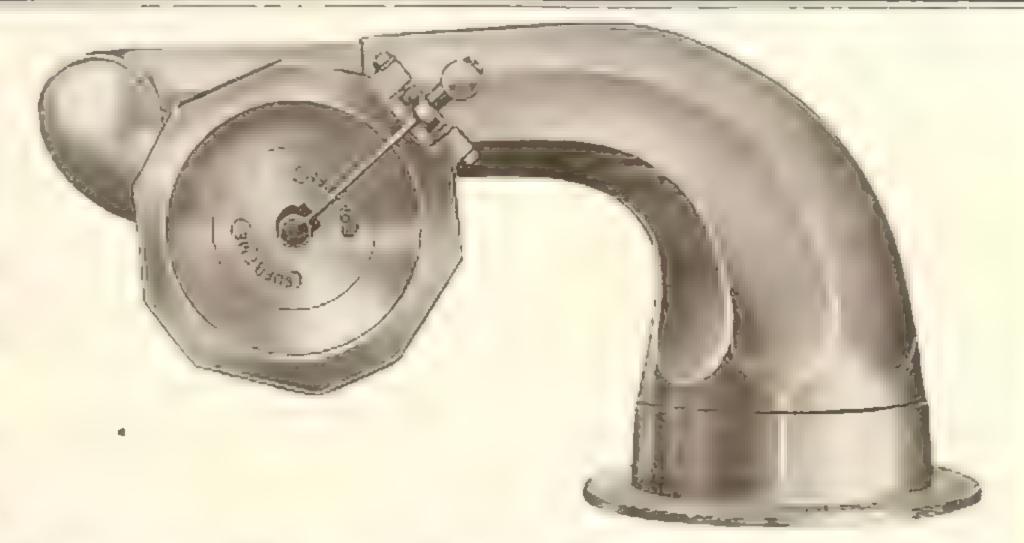
"A secondary part of our recipitation must depend upon the recipitation about In Europe the most promising thing it that there is a more gracial realization that German reparations, land armaments, unbalanced budget, inflated currencies, unnecessary larriers against economic movements, must all be reduced it Europe is to attain economic stability and it the very solid progress made in other directions during the last three years is not to be list."

1- your establishment neat and orderly? If not, why not?

NEW WITH THE NEW YEAR

Pleasing to the Eye

Pleasing to the Ear



The New Phillips Octagon Throw Back Tone Arm No. 5

With Octagon Reproducer No. 5

A decidedly attractive combination that has met with instantaneous success. Besides its attractive appearance it has a deep full tone that is much admired.

Quantity Prices on Request

The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City

"Genius is the capacity for taking infinite pains"



The exacting test of the governor shuft in the Cheney motor



After the governor shaft is made it is polished by druting it hundreds of times in a piece of may be Every barr is removed and the shall, when harshed and buffed, feels smooth as velvet and pastents like silver. A man can polish only ations 100 shalts a day

hyperience has demenstrated that only by rightly holding to such high standards can we not to a dynamic balance in the governor and mure dealers that perfection of Chency motors "that have ided so much to the reputation of The Chency

Three-fourths of 1/1000 part of an inch! Can you conceive of it?

Divide one thirty-second part of an inch into 32 parts, and one of those microscopic divisions represents the outside limits of variation permitted in the making of the governor shaft in the Cheney motor.

It is the most exacting test in all of the manufacture of The Cheney where we are accustomed to hold mechanical parts to thousandths of an inch. It explains why the Cheney motor runs as smooth as a watch, practically without noise.

Equally high manufacturing standards for Cheney cabinet and acoustic parts have made The Cheney "the master instrument." Though offering such supreme value, Cheney prices are remarkably low.

Cheney Talking Machine Company . Chicago

HENEY

THE MASTER INSTRUMENT

200 CD 0 0 CD 0 0 CD 0 B

ANNOUNCES NEW DEVELOPMENT

C. A. Fullerton, of Architectural Bronze Fame, Enters Phonograph Industry—Fullertone Phonograph Products, Inc., to Manufacture New Musical Instrument, the "Fullertone," a Radical Departure in Phonograph Construction

By H. N. McMENIMEN

For several months past there have been runiors around the phonograph is open to log of a sensational phonograph in content. Runners of this lend are plentical in the trade. Noticely paid much attention to this one much the Kullerton Clarence. A Fullerton, head or the Fullerton enterprises, had started the inauniacture of thes invention. The name of C.A. Fullerton is known to but few people in the phonograph business, but after having had the opportunity of investigating the merits of his new invention I may safely believe that it is going to be a name to conjure with in the talking mach in unlustry as it is to-day in the field of art bronze working

When I was requested by Mr. Fallett in to investigate the invention of Antal hotor, an engineer of Paris, and to make an exhaust velaboratory test of this invention. I was impressed with the fact that the tone was the nost natural that has ever been brought to my attention in twenty-eight years of constant association in the phonograph industry. I was fully consinced that there never was a time in the history of the talking machine business when essential and basic improvements were more needed than at the present time. I mean improvement upon the sound wave regenerating device, of what is technically known as the graph of time.

An instrument of this kind, I felt, should not only be an artistic achievement in reproducing music, but also prove to be a real business getter for the trade. I believe the "Fullertone," the trade name given to this device, to be such an instrument that it opens new vistas in the field of phonograph construction as well as in the field of merchandising

Too great stress cannot be laid on the fact that the "Fullertone" is a new ontity in musical instruments, which conserts of a small morden resonator, having the shape of a lyre, resembling a violin in its construction and finish. It can be used as a reproducer on any of the existing phonographs, as it replaces all of the inschangeal parts of the phonograph, excepting the inschangeal and turntable. It will play all makes of recordinate and its wonderful tone qualities as a meskal instrument are chiefly due to the fact that the whole instrument excepting the needle held rais constructed of whole

Wood has been recognized by solid tst- and musicians for ages as the most resonant material known to mankind. A large v brating wooden surface enables the "Fullertone" to move a large

FULTON (MODEL 35)



Price for Sample Now \$13.50 3 or more \$12.50

Phonographs and Accessories, Repair Parts
for All Makes.

Best Steel Needles of American Manufacture at 30c, per M.

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City Between 20th and 21st Streets



Scotford Model I Reproducer on Victor and Columbia

Play Only H Heard Dale Remarks but Plays Them or These Bore
Scotland Model I Reproducer 1-V for Victor -- Sample Prepaid to Dealer
\$1.85 Nickel: \$4.75 Gold -- Result Scotland \$1.50

Scotland Model I Reproducer with 1-C Columbia Connection -- Prepaid
to Dealer, Nickel \$4.25, Gold \$5, 50 -- Retails \$6.75 and \$8.15

Uncerted Processing Pressure in Application



Sylver Sylver 15 15 15

BARNHART BROTHERS & SPINDLER
Montage and Introop Streets CERCAGE

lody of an producing sound waves that create a large which is mellowed by the inherent qualities characteristic of all wooder instruments. It respects a testing which waves, substantially correspondently in intensity with the general recording, here of device your it a tone quality entirely free of



H. N. McMenimen

mega; honic or nasal rendering of the artist's efforts

As to merchandising possibilities the "Fuller-time" offer, I only call attention to the fact that it can be used on any existing phonograph, irrespective of cabinet style, and it can be placed on any piece of firmture in which a motor and teritable can be installed. This feature of the "Fullertone" will give the trade a wide range of models which are bound to suit every conceivable taste. The Fullerton Phonograph Products hie, plant has started quality production of this remarkable instrument, which I believe will be the means of bringing a remassance in the industry, pointing to a new departure in phonograph construction and artistic development.

CLOSED A SATISFACTORY YEAR

Max Willinger, president of the New York Album & Card Co., spent the opening weeks of the year at the Chicago factory of the company. Mr. Willinger reports that the year just concluded was a satisfactory year in every respect and that indications point toward generally good business during 1922.

The University Music Store, 4312 University Way, Seattle, Wash, features Columbia Grafonolas exclusively and has built up a large trade.

HEALTH-BUILDING RECORDS

Leading Metropolitan Stores Tell of Increasing Appreciation of Course by Public-Outlook Reported by the President to Be Excellent

R B Whichin, provident or He lib in Least states that he had received mark encourage reports from dealers relative to the foc. It do day business they did in this health's it as course of records. One dealer report did it as customer parchased ten sets of the least her custom for two and their sets to be health at a time for pitts.

Wanamaker, Lord & Forler, Fredk Lover & Co., Diverga and other metre octan stores to port increasing demands for the course. In the case of the S. B. Davega Co. it also would feet the Health Emiders' course was the direct course of the sale of two machines, as the custoners who desired the course fid not large the machines to play it on. Mr. Wheelan states that the outlook for 1922 is very promoting. Not only is the record course getting more and more popular, but the Winter scasen is acknowledged as the best for this indicer exceeding the only the only on the entire country.

SHOW NEW SEABROOK PHONOGRAPH

Dodge Mfg. Co. Makes Display in Offices of Company-Many Claims Made for It

South Bene, Ind., Immary & Storily before Christmas the Dodge Mf2. Commenders one, winto a sales exhibition room and gare the prostor an opportunity to examine the new Scales of phonograph being manufactured by the company. The instrument is the bound of P. D. Seabrook, a Canadian engineer, who has specialized in acoustics. He begin development work on the instrument in May 1920 and the result is said to be a tarbeal departure from all accepted types of sound reproducing made nes

As it stands the Seabro k phonograph, it is announced, has tenricen distinctive numbers ments. The plan is to place the reason summers on the market managements.

THE TRIPLEX PHONOGRAPH

is an entirely new type which combines the portable with artistic reproduction and changeable picture panels.

Made in one standard size which incorporates all features

Do not select your lines for 1922 and you have learned all about this word risk and unique instrument.

For descriptive felder ad less the

TRIPLEX ARTISTIC PHONOGRAPH CO.
Pershing Road and Ridgeland Ave.
BERWYN, ILLINOIS

STOCKS LOW IN PORTLAND OWING TO HOLIDAY DEMAND

Continue, but no Machines and Records Since the Holidays Affords Encouragement to Mer-

the state throtonas for the control of the control of the throtonas for the control of the compact former to the latest control of the series to the control of the control

1. If you or the Bratt Talking Machine, the state has now for the month of December 1 to 1 for the constant expected. The sale of the state of machines took a line image was the Constant sale of the sale of the sale.

was so busy during the holiday buying that people were turned away. Mr. Hyatt proved himself to be a wonderful Santa Claus to his employes

Allen store, is very greatly pleased over the December business. C. L. Neilson, formerly of the Sherman, Clay Victrola department, has been secured by Mr. Case, to assist Paul B Norris, sales manager. Bertha Serr, for the past three years manager of the record department, has been seigned her position and Erma Ewart has taken Miss Serr's place as manager of the department. Mangaret Corbett has been added to the record sales force.

D. C. Peyton, manager of the Meier & Frank talking machine department, who advertises extens vels "The House of the Big Four"—Victoria, Vocahon, Columbia, Edison reports a

chines being placed in Portland homes during the month

A C Sherket has returned to the Meier & Frank department and Maryel Case and Flora Wakeheld have also been added to the force

Charles T. Corbin, general manager of the Seattle Franch of the Bush & Lane France Constituted an incitation to the Portland firm to participate in the annual banquer which was given by them on New Year's Fig. As many of the force as could get away gladly ascepted the mystation and motored to Seattle.

Lane Piano Co, has goed to California and J. F. O'Gara, torsierly of Lipman, Wobe & Co and president of the Portland Credit Association has been secured by J. H. Gallagher, manager, to fill his position. F. E. Shaw, formerly of the Sherman, Clas & Co. Victoria department, has been added to the sales force of the Bush & Lane phonograph department.

The Harold S. Gilbert Music Co., which for the past six years has occupied quarters at 384 Yambill street, has nauved to lingger and better quarters in the Pittork Block, at 103 West Park street. The store has very fine window space and with a time big electric sign being installed Mr. Gilbert expects to attract a great amount of new trade to his store.

Civde Freeman, manager of the Remick Song Shop, reports a good December in the Columbia department and when the Christmas rush began he added three salesmen to his force to accommodate the throngs of outtomers. W. B. Maxwell, for some time assistant to Mr. Freeman, has accepted a position with the wholesale Victoria department of Sherman, Clay & Co., and will assist Elmer Hant, manager.

Ray Feldenberner, manager of the Lipman, Wolfe & Co phonograph department, reports an excellent sale of Sonoras and Brunswicks during December.

Charles D. Carter, Northwest representative of the Sonora Phonograph Co., who had his headquarters at Seattle Wash, has moved to Porthold, where he is now milking his home.

Andrew Noble, formula of the Berkey & Gay Co., or Grand Rapids Mich., has been secured as superintendent and designer for the Stradivara Phonograph Co. Mr. Noble is proveing a very valuable man and has designed some very artistic work.

C. A Alphonise, of the Hyart Talking Machine Co., was an active member acting as vice president on the Christmas tree committee of the Portland Fiks, 142, who entertained 3200 prior children at a Christmas party given by them at the public autimos party given by them at the public autimos in Monday, December 20. Gitts and baskets of a old were generously given.

CHEER INVALIDS AND MAKE SALES

Smith & Stout, Brunswick Dealers, Send Machines to Homes of Sick and Reap Profits of Several Sales and Much Publicity

LyPracy Me Landary 9 - Vylever stant which is selling Branswick in a ames and records for the firm of Smith & Stout, Branswick dealers, this city, is the loaning of a machine and records to persons who are ill. Upon hearing of any person confined to the house by illness or accident, a machine and records are immediately sent out to the house in an effort to cheer up the mivalid. There is no solventation to buy, but in every instance where this plan has been tried a sale was made.

A. C. IRETON'S OPTIMISTIC LETTER

Ethson Phonographs, Etd. Edison jobbers on the Pacific Coast, with headquarters in San brancisco and branches in Los Angeles and Port land, soit out or the first of the year a most optimism better to the trade regarding the business opportunities that were in view for 1922. The letter was signed by A. C. Treton, manager, and was of a character to in-t." confidence

The New Year

1921 was spent in the further liquidation and reduction of prices of commodities to a normal basis.

This year we start with this liquidation practically completed, which means an increase in production and an increase in employment.

With this splendid outlook for the present year, there is every reason why Victor dealers throughout the country should enjoy a greatly increased business.

We trust that each will secure his share, and we also trust that we may be given the opportunity to help and co-operate in furthering this prosperity of the Victor dealer.

CURTIS N. ANDREWS

BUFFALO, NEW YORK

GLEANINGS from WORLD + MUSIC

TENDENCY TOWARD A BETTER TYPE OF POPULAR MUSIC

"Melody" Songs Appear to Be Finding Much Favor With the Public During the Current Season and Some Have Proven Real Hits-The Relation of Jazz and the Dance Craze

While it is time that there have been this serious, several log sing and narroularly, meaning the secretarial artificial artifical artifical armibets the contributions as a while have been in a much fatter ringual standard. The fazz commers are not having quite the large sales they once had and there are not so many of their. The mal log things have been needed somes and the may in there still be any, gets most of its encouragement from the dance field.

Songwriters and publishers, naturally conditator to turn out those things which will have the largest returns and it is the melody songs and ballads that can be arranged as dances that reach the top figure in sales. Their like being much longer, it gives the publisher opportunity to eash in over an extended period, whereas the jazz or novelty type is short lived and must be exploited intensively in a short space of time. A comparison of songs of this season and those of the last shows a decided interescence from a musical standpoint and as these are the most probable issues the rateral result is that they get the most after the

There has been much propagately against pazi, columns have been written in the reassistance and exic body's not others a terested in improvement have bewaited the present-day standards. But all this has resulted in but composition or nothing. Protest did not a complish, a vibral

and fazz will not be entury eliminated until it spends it off

From a song standpoor it is almost passé. At least no such number cowadays acquirés national importance as a song. In the dance field such numbers still have beg popularity and as long as numbers are issued of that type that have a wide appeal as a dance they, undoubtedly, will continue to enjoy prominence in dance programs. The improvement in the dance field is senewhat slower. The lure of jazz for the dancer is quite decided and will take a much lotzer time to spend itself.

J Harthy Manners, husband of Laurette Taylor, of "Peg of My Heart" fame, has just starred his wife in a new production, the title of which is "The New American Anthem". The show has not yet reached New York, but the reports from the towns where it has appeared describe it as a satire on present day hie in which, of course, jazz is made the "anthem". Of course, it is all exaggerated and it is not expected that it will be taken overseriously although it may prove quite entertaining

After all quite an injustice is done the averand American in making it appear that he is fazz mad for, as a matter of fact, the things that are popular here are proxing successful in all other parts of the world. Some of the newer Profish our heatons, particularly of the one step variety have their past effects and there

Show have a little of the same of the same

But the torder, a to the last Const.

while the change has not one to the character, it is promitted as a high the torder.

this manner make for term some

The songwriters and reducious of the are only giving the pidder what the will, and is good business. Thousands of discussion that throughout the country, that the reducion and as long as they feature goes of the available wanety someone will supply there will a material. But such demand have become and more limited and, as the reducion of the hetter class songs are more assured the will ers, in the future, will more and more each to a to issue numbers of that type

SPECIAL WINDOW FOR "THE SHEIK"

The new Victor new I am test 'The Store' was featured most successfully recently be Simon's Music Store, Uncontown Pa. The window represented a real desert scene with sind, a palm tree, and a real Sheik to give it tone. An increase in the sales of the record was dire the traceable to the window.

Gottschalk & Co., 732 Market street. Charanooga, Tean, have opened a photocoraph leparment in which enrious Brantwick used is featured.



TWO GENUINE IRVING BERLIN HITS-GET THEM AT ONCE

GRAINNY

YOU'RE MY MAMMY'S MAMMY

By the Writer of "Mammy," "'Tucky Home," Etc.

JUST A LITTLE LOVE SONG

The Most Beautiful Song We Have Ever Published

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

SPECIAL WINDOW FOR KARLE

Brunswick Dealer Takes Full Advantage of Visit
of That Artist to Portland

Positive Out, January 3. Britished dealers in this section took full advantage of the recent appearance here of the pated Britishwick artist.



Theo. Karle Featured in Window Display Theoretic karle, in a very successful concert at the Portland and remain.

The Powers Infinitare State devoted one of its large windows to a special display in honor of Mr. Karle, and P. J. Henz, manager of the congany's phonograph department reported a big increase in the sale of the Karle records as a result of his personal visit.

SCORING A BIG HIT

Yerkes S. S. "Flotilla" Orchestra Winning Wide Reputation for Its Dance Music

Harry A. Yerkes and his S. S. "Florilla" dance orchestra opened an engagement at the S. S. "Florilla" restaurant, 100 West Fully-fitth street, No. Yerk, ast ment

End day or lestra has princed the reputation of making "denoting the receipy of motion." The fine the many post for electration by ations Harry A. It they has cained almost international has a fee becomes recorded for the variable feeting till no machine recorded for the variable feeting till no machine recorded for payers. Thus, his newest on he transmittenation, the S. S. Harris Lines are advantaged to recorded to provide as a leader. Among the members he is new reatherms is "Arkans in Blues," published by the Transact Control Market at Consess,

L. C. ACKLEY RESIGNS

I if Ask in a set of the San Francisco francia of the Chebber Cach phase Control agreed that the position officewe lanuary I is S. K. then former's a member of the sales has been appointed acting manager

FEATURING "WABASH BLUES"

Lyon & Healy, Chicago, Devote an Elaborate
Window Display to That Number

The success the larger talking machine stores or the country have had with attractive window displays, and the increased sales resulting therefrom have served to encourage dealers with smaller stores to follow sint. Among the stores which can be credited with materially advancing the interest of popular numbers with special displays is that of Lyon & Healy, Chicago, 13, who, throughout the past year, have shown a series of most attractive windows, all of whall were the means not only of attracting at-

tention to their popular record department, but also of successing sales.

One of the more recent displays shown by this well known firm was the window featuring "Wabash Blucs" The photograph shows a scene on the Waba-li and is presented, alone with a Victrola and terords, in a most attra tive manner. Dave N. Alkn, one of the West ern traveling representarres for len beist, Inc., the publisher of the number, states that the success Lyon & Healy have had with they particular display was the means or inducing immerous deal-

ers in his territory to albet special display space to "Wabash Blues," which has helped to increase the popularity of the number.

POPULAR MUSIC ON THE COAST

San Francisco, Cal., January 5.—Henry Grobe has been featuring the "Lilac Tree," by George H. Gartlan, Hinds, Hayden & Eldridge, New York, and reports that the sale is very favorable. The "Four Castilian Sketches," by Frederick K. Logan, Forster Music Co., are proving attractive to customers at Sherman, Clay & Co.

"Honolula Honey," by Louis Weslyn, Eva Applefield and Hal Dyson—Edw. B. Marks Co., New York—is also having a good sale, according to the Ehte Music Shoppe. Miss Applefield is a San Francisco composer and is the author of "Hawaiian Chimes," published by Leo Feist.



Lyon & Healy Window Display of New Feist Hit

The Elite Shoppe reports also that "Plantation Lullaby" and "Maybe It's All for the Best" are having brisk sales.

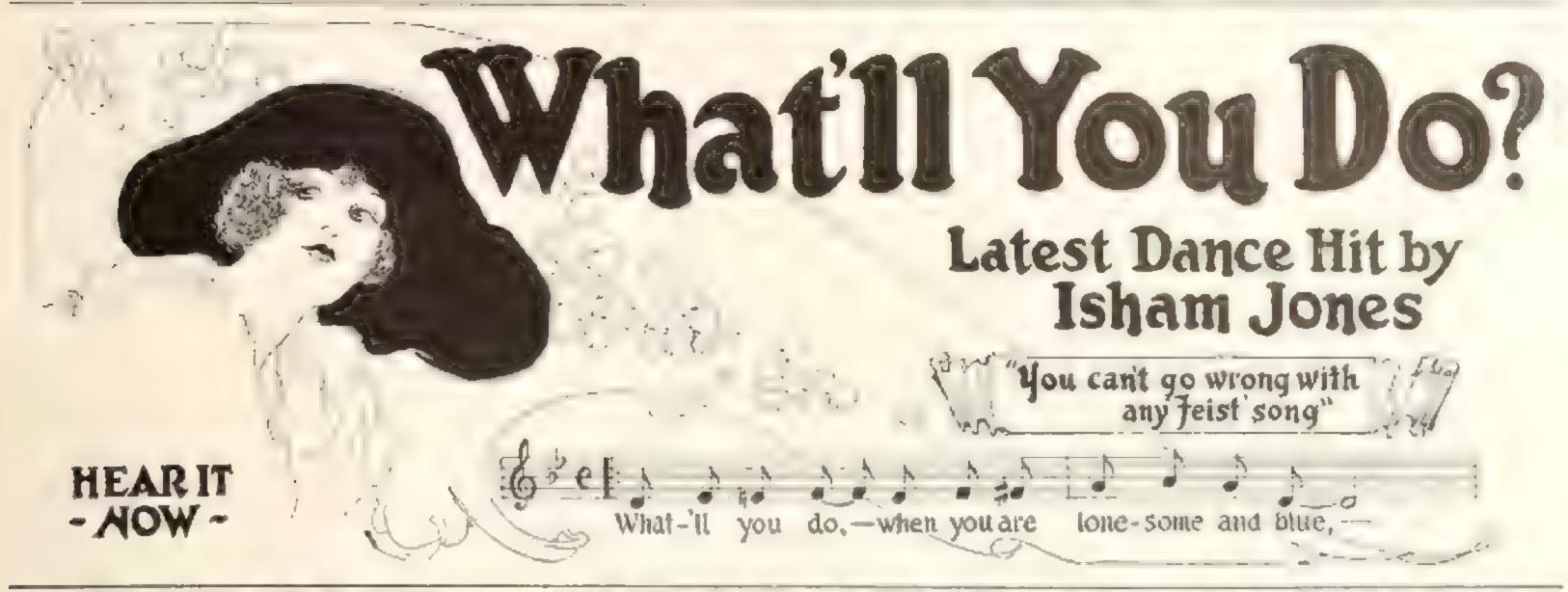
THE "HAPPY SIX" IN CHICAGO

The Balaban & Katz Co., Chicago, has secured the services of the "Happy Six" to play in its two new theatres, the Chicago and Tivoli, for the weeks of January 9 and 16 Chicago record buyers undoubtedly will anxiously await this personal appearance of the well-known dance organization. One of the numbers the "Happy Six" will

feature during their Chicago stay is the Frances Clifford Music Co.'s "Arkansas Blues."

TWO NEW IRVING BERLIN SONGS

Among the new songs released for sale by Irving Berlin, Inc., on January 1 were the success, "Granny, You're My Mammy's Mammy," and the Irish novelty song, "Delia,"



NEW IRVING BERLIN DRIVE

"Say It With Music" to Be Featured During Week of February 4

Irving Berlin, Inc., announces a national sales week on the big song and dance success from Irving Berlin's "Music Box Revue," "Say it With Music". This campaign will be similar to the previous publicity drives on "My Mammy" and "All By Myself." The week will be from behruary 4 to February 11, inclusive.

"Say It With Music" has probably had more free publicity than any musical number of the past decade. Upon its original release it was most favorably received by not only sheet number dealers but talking machine record and player roll dealers as well. Since that time its sales have steadily mounted and the talking machine record companies which originally released the number in dance form now achomics a relissuance of the number in votal torm.

"Say It With Music," together with "Tuck Me to Sleep" (In My Old Tucky Home) and the two new sones recently added to the Berlin catalog, "Deha" and "Granny, You're My Mannay's Mannay," are among the current big select-

TO OPEN JOBBING BUSINESS

Maurice Richmond to Establish Jobbing Headquarters in New York

Maurice Richmond, formerly active head of the Enterprise Music Supply Co., which latter was some time ago purchased at auction by the Crown Music Co., will, as announced some time ago in these columns, open up a music jobling business in New York. The name of the new company will be the Richmond Music Supply Co., and it is understood the new firm has based offices on West Forty-second street, New York City.

NEW POST FOR J. J. BREGMAN

J. J. Bregman, who for many years was business manager for the Enterprise Music Supply Co. and later auditor and office manager for Maurice Richmond, Inc., will, it is announced, join the staff of the new Richmond Music Supply Co., Inc., which recently opened up offices in the Bush Terminal Building, West Forty-second street, New York City. It is understood that Mr. Bregman will also act in an advisory capacity to the firm of Richmond Robbins, Inc.

INFRINGEMENT SUIT ENDED

A formal order of discontinuance of the copyright infringement suit brought by G. Ricordi & Co. against Jerome H. Remick & Co. was signed by Judge Knox in the Federal District Court last week. The plaintiff had charged that Remick's "Avalon" song, written by Al Julson and Vincent Rose, was an infringement on the melody of Puccint's opera "Tosca," which copyrighted composition the plaintiff controlled.

SAM FOX ON VISIT TO NEW YORK

Sam Fox, head of the Sam Fox Publishing Co., Clevel and, Ohio, arrived in Now York quite received. Mr. hox has in-toom pleted a transcontinental tone covering the larger trade century of the United States, including main points in Pacific Coast territory. He is completing

plans for an Lastern publicity emigragic on the start of Fox successes, but a turned to Cleve land in time for the holidays.

The new publishing tirm of eather care z d by Mart Von Tilzer has been named the X-V-T Mesic Public Co. Nevad. Floren and S. vin or Presidence issues and with the concern



S

and Order on Your Favorite RECORD

"In Maytime" Being Used Extensively by Vaudeville Singers and Orchestras

Jack Snyder, the author, composer and pub-

1038 Browning New York city and who te responsible her such sings as "Trudae" and "In Maytame," his been necessing many letters and telegrains of congrattila tion on the success of his catalog, and particularly 'In Maytame," in waltz form

Among the vaude ville stars who are singing 'In Maytime" is Sophie Incker, now appearing on the Kerth circuit | The reception of the numher would indicate

that others will quick ly take it up. In the

Jack Styder received a letter from the King's Favorite Syncopators, of Jersey Cry, N. J., in which "In Maytime" was shown to be a big lavorite

The sales of this recent addition to the Jack Snyder catalog have been steadily mounting and lisher who some time ago opened offices at show indications of its becoming one of the



Digitalities ngermanye. might be the

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Biglis Letter

ASSOCIATION OF MICHA PL

JOHUSZAWB PROM 28

EDDIE RCSS

ROUTE WILL POLLOW BEST WISHES

MANAGER JACK SHYDER MUSIC PUB CO 1658 EROADWAY MENYORK IT SONG MATTIME A BIG SUCCESS IN SCHNOTONG BEST SONG MICH ROY ACT THIS LAST HALF IN SHEPICAN SQUARE THEATRE PITTSBURGH OTHER

KUBLICK MOSTS CARLO.

One of the Many Telegrams Sent Jack Snyder Music Pub. Co.

cachestra field there are many oc. anizations teamost successful waltz ballads of many seasons trying this number in dance form. Recently, in the theatre and in the home

"ARKANSAS BLUES" A HIT

Western Number Proving One of the Successes of the Season

Arkansas Blues,' described as a fown home Cirtard Music Co., Chicago, Ill., is fast estab- for any 2. The production had quite an exten-Usbrig a record for a number of its type. For a period of months it has been one or the most successful of the novelty song and instrumental numbers. Generally speaking, the life of a "ldues" number is quite short, but such is not the case with "Arkansas Blues". It is apparently easy to sing and as it is featured extensively in theatres, calactets, dance halls, amusement parks esc, its sales should be give large during the 16 csess* season

The writer of the number, Spencer Williams, n describing it, said

"The includy of 'Arkan-as Blues' is similar to the chant of the Voodoo doctors at a time when they are indulging in their witchcraft dances." Mr. Williams, by the way, is the writer of other sucresses, as "Royal transfer Blues" and "Tishoimigo Blues," and the Frances Clifford Music to will shortly release his latest number, cutifled "The Mississippi Blues"

Nativo makes no allowance for a man who hes down; he noist face the music.

MUSIC PUBLICITY OF MANY USES

Advertising Material Prepared by Leo Feist, Inc., Found Available for Use of Talking Machine Dealers in Window Displays, Etc.

During the past year Leo Feist, Inc., has is said into of its advertising material in a torin which allows it to be used in many ways, all or which, however carry the same alea on any midvidual sens title. This includes the material for wind on strips counter display, material for the band and orchestra field and for trade papers Smaller typeoductions embodying the same idea have recently been used by many of the salesmen song panagers and others in the company's engloy as a "hack-up" on their personal cards.

Irrap bly the Ferd advertising material can be most appropriately used by the talking machine record dealer, the player roll retailer or by those handling sheet music. In this manner special material need to dincessarily be issued to reason particular record, roll, etc., but the same traterial can be used advantageous'v in any one of these fields or in all of them.

The Ferst active sellers are myariably annumeral in The World, the material usually ap-

NEW MUSICAL COMEDY

Crown Music Co. Publishing Score of "Up in the Clouds," Now Playing in New York

I put the Clouds" is the title of a musical chant, and which is published by the Frances comede which opered at the Lync Theatre saye ran in Chi ago, a down, which it appeared on the mad those M. Gaites is the producer and the hock is by Will B. Johnstone, with music by Tom Journston. The Crown Music Co has the selling rights for the music

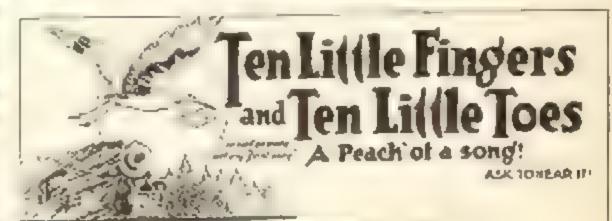
DEATH OF CAMILLE SAINT-SAENS

Camille Samt Sacus, the noted French composes died sudderly in Algiers, Africa, on Dr. cen, or to He was form in Paris in 1835, and as the ego of two and a fall years was able to that the plano. He hegan the study of music at an early age under the leading teachers, devoting lamselt to the piano and organ, and evenmally became a prize-wanter in the Conservatime. His first sympholy was written and pertorized when he was seventeen years old.

The compositions of Saint-Saens which are familiar to American andiences are legion and cover seems lime of composition opera, sympirory and plano numbers, for Saint-Saeus was a great plantist as we'll as a great composer

penting in a strip across three columns at the top of the page. Many dealers have extracted these strips and made use of them for display





Two of the Striking Feist Cards purposes when the particular number was released in record form. Where larger space is not available this smaller size, naturally, can prove of value.



"Publishers KIMBALL





SURVEY OF CONDITIONS IN THE RETAIL FIELD IN AKRON

Reports From Leading Dealers Show Marked Increase for 1921 Over Previous Year-Big Holiday Trade Inspires Confidence That 1922 Will Make a Satisfactory Showing

ARROW, O., January 5.—A survey of the retail music industry to a week by a representative of The World lises sed that, without exception, every dealer on oped a very profitable husiness during the helitax solution and in many instances the volume of sales was beyond their expectations. Another encouraging report, which is putting the notingtoy on a letter footing, is the fact that collections have improved in the past four weeks almost 25 per cent and that sales are, in a large important for east just ad of instalments.

Deable the vernme of bismess of 1920 was dore the part viar by the A. B. Smith Piano to, according to Fraest Il Smith, manager of the contraint "Dur looks show that twice the number of pures and taking machines were moved coming 1921 as in the year previous," said Mr. Small. Continuing, he declared that the praise and talking ma hine business is steadily improving and he products a busy Spring for the retail music trade of the Akron district. He expressed himself as being highly pleased with the improvement in collections the past four weeks, which charge is attributed to the revival in the robor industry and the rebeying of the oremple yment situation, hundreds of workers having referred to their jos since the middle or December. Talking machines moved well the tirce weeks prior to Christmas and records hold their own. Small goods helped swell the volume of holiday trade

George S. Dales, of the George S. Dales Co., Notice dealer, said that week that the holiday talking machine business was beyond expectations this year and that much more merchandise was moved than he anneighber. He declared that there was practically no business on cheaper grace machines and that sales in his store were confined to increhandise from \$100 op. "Taking the holiday business as a whole, it was 50 per cent better than 2 year ago," said Mr. Dales.

Phenomenal round sales characterized the boliday business at the Windsor & Lobing store, another Vactor store according to hard Poling of the firm. He said that the business the day prior to Caristinas was to heavy that it has almost impossible for the augmented sales force to handle the crowls.

J. A. Perry, well knewn music deal r at New Castle, it's has taken over the critic stock for-acrly owned by John C. Rote, bank-apt, 30 last street, and will despose at same at a sale like stock includes a varied line of tallong machines and records. Mr. Perry has been connected with several New Castle music firms.

Thomas B Johnson, formerly manager of the Union Piano Co. Akron, has joined the sales toronoutly to B. Santh Piano Co. This is the first addition to the sales force of this material of the sales force of this material of the sales force of this material.

ansitions is on the up grade, according to Manager Linest Smith

Dashess in the music department of the M O Neil department store, largest Akron despartment store, was or a very satisfactory volume coring the holiday season, William H. Corcoran, merchandising manager, said this week. The talking machine sales were alread of last year and records held up amazingly well for three weeks prior to Christmas.

DEALERS INSTALL EQUIPMENT

Report by Van Veen & Co. Indicates That Dealers Plan Lively Campaign for Business

Van Veen & Co. Inc., New York City, report that a large number of dealers are planning to increase their facilities during 1922, Leon Tubias, secretary of the company, is spending much time in and out of town calling upon the various dealers and comperating with them in planning these improvements. A L Van Veen, president of the company, states that the recent installation in the talking machine department of the James A. Hearn department store, New York City, is exciting considerable comment because of its exceptional soundproof qualities

THE INFLUENCE OF GREAT MUSIC

" Oreat music is a physical storm, applicable to ummagnable depth the my story of the part with in us. Or we might say it is a produce is in any tation, every different instrument and view make nig separate appeal to different la considere ratal memories. There are tours that citing a the glosts of youth and by and to built There are tones that evolve a pharter, part of perished passion. There are tones that resurrect all dead sensations of majesty and might and giory wall expired expirations all register magnamm ties. Well may their doon of a nord? seem inexplicable to the man who also dreams that his life began less than a brindred years ago? But the mystery lightens for whoese ser hages that the substance of solt is order than the sun-He finds that muste is a Necronary to be a flat to every rapid of the body, to some before a hariaons, there answers within his act of the Sea of Death and Buth some obliving mineras it able of amount pleasure and prin-

"Pleasure and pane if two on manale always in great music, and therefore it is that non-invariant move us more profoundly than the voice of or an or than any other voice can do. But it in solution great utterance it is ever the same to be an incident the undertone, the surfamilies of the Science Science.

Strange to taink how vast the sum of rev

and woe that must have been experted of below the sense of music could evolve in the leady of man!"—Lafead o Hearn.

THE BEST BLUES SINGERS

and

NEGRO SPIRITUALS

Are to Be Found Only on

Black Swan Records

Ethel Waters Alberta Hunter Katie Crippen



Lucile Hegamin Lula Whidby Carroll Clark

Pace Phonograph Corporation

2289 Seventh Avenue

New York, N. Y.

RECIATION OF RECORD MUSIC GROWING IN TORONTO

Musical Clu's and Literary Societies to Be Followed Up by Dealers-Figures on Male and Female Parchasers-Edison Artists Heard-Canadian Plant of General Phonograph Corp.-Recent Visitors

the talking maand a second and sectors the repulsion the first the district the tary societies are - - . . . to a trata fate and escale a dethe second that a up to late at 1 best in timesic. the state of the new terms and to the a read a ct, they acceptibles, are the . The all that is up to face and hest in music. till the that would not otherwise be spent perform to the fact through the distriction processed masse is being there is the Asia consequence, there the series and series demand for talkthe streets, yould and instrumental . . . file nors, which should not at the tree principle baleis whose ene garage to and begate congulation would be-- ' i the director

Mexicon and to brink director or the Applein a speciment Shakin Greenlawn, L. I. in of the state of the first of the Administration Affiliates the same of the Resulted, Ont., state I that the territory low lines. This would mean, the total and the bulk of the buyung. the recentage to g 76 per cent

i ji i er vi ne ti etal Honograph Corp., report to a real of the resulting and all quartips are that place are now loring made for a greater the record production of motors and tone erry turns the White and Syring at the E TO STANTON

Recent as the Canadian headquarters or the safety of the phopanne to were L. L. Leverals odverts ag marager at the New York et e d'i d'Johnne, or the George Batten Make the le Agraca. Mr. Bratt, of the New Kid it the alied to the Licentee Columbia of the mountain

A read the first the first the first s ad repeatable recently of several Edison get its and see of depointment of recreation e , e - o the lides exstrement. This stuff as a related or many curs his st was At a fire state in 122 and through the nutrathe a test of Min a, Olitawa branch manager The S. W. This & Serve Co., Ind., in having the - I do at the line con of the Rotary Club of to an extra same layas the public concertant the control of the origin re propertie cinternacion

I was a requision of the Compo Co., face Que, a cath terrwelling contract to the specific to manufacture of the part of the tree mand Stanffermett fre-· ' · · · · Cr / C. ada, a connection . W. D. Steven, on the latter conin the Mir I door here

to a little of the temperated in charge. the rest of Kathener, when seen to a continuous concentre to the form produced in Krich. for the product at tenth to at the transfer of the first a large. to them in the street angureal part of the first of the course for 1 11 . . . exposed will a source is a rety, to a credit to the and

the start of the Start Country The second of th a table of was hurhis to the introductions.

and forth in a Western talking machine store with a mouthly record supplement in his mouth He courteously presents the 'modelet to customers enter ng the store

With the ablition of Roy Howells to the selling stall of the Sun Record Co., distributor of Apex records, the Howells family can truly be called a masteal family.

J. W. Nichols, who is well known in the talkmg machine trade through his dealers' service and promotion work for His Master's Voice, Ltd, has somed the staff of the Musical Merchand'se Sales to in the same capacity. Mr. Nichols has already taken up his new duties and will devote all his time to co-operating with

Brunswick dealers by preparing all sorts of dealer helps and in helping solve these retail problems. He has had a wide experience in both whole-are and retail talking machine work in the West as well as here in the East

W P Hitchcock, proprietor of the Phonomotor Co., Rochester, N. Y., and maker of the Hitchrock patented electric drive and automatic stop for talking machines, ands that business conditions in Canada, as far as his line is concerned, are picking up more quickly than those in the United States.

With the co-operation of the Liberal-Conservative Association, which installed a telegraph and receiving station in the Ryrie Building, where Sonora offices are located, I Montagnes & Co., Canadian distributors, announced the recent Dominion election returns from the Sonora offices through the Magnayox and the Sonora. The results were plantly heard for some blocks distant

HOLIDAY SALES IN MONTREAL WERE ABOVE THE AVERAGE

Prices, However, Were Very Elastic, an Evil Which Should Be Remedied-Julien & Co., Ltd., Assigns-Recent Edison Tone-tests-Wm, Lee's Great Columbia Sales-Month's News Budget

Mos rat st., Cas., January J. Christmas talking machine sales this year were excell at, and why shouldn't they be? Never before in the history of the industry has so much new-paper advertising sees used by the magnitudences, and this was largely supplemented by the retail dealers, and in admition talking machines were offered at Parry. It has always been the custom of this any old terms. Montreal is setuated a little daterently that most ettics it asmuch as the Eughsh population caters more to gett giving at Christ. has than the breach citizens, who observe New Year's Day as a day for exchanging presents, 50 the dealers get the benefit of both weeks

Nora Bayes, the well-known Cohamba artist, played a week's engagement at His Majesty's Theatre, Her appearance in person was curtainly profitable for Columbia dealers, who cashed in largely on the sale of her records,

The McCaw-Bissell Emmirare Co., Sherbrooke, the, receitly advertised the Yeolian Vocabon as follows. "While not the best-known phonograph, the Acidian is positively the best of known phonographs to day. It stands without a peer in the phonograph world "

New titles to estered in Montreal include the Activola Co., manufacturer or talking machine-

The bist community Christmas free ever put up in Montreal was placed in Dominion Square or Christmas eve and a community sing of Christmas somes and caro's was held. Brown's Talking Machine Shop as usual supplied the Magrayox

The McCaw Base 2 Fornable to Sher books, Que, has recoved its first shipment or English records made his the Acodan Co. or Lordon, 11,1

C. J. Pott, Canadia i manager of the General Plen enoth Corp. Ltd., Toronto was a recent visitor to this city in the interests of Hememan and Meis-elbach motors and tone arms. He reported approved business conditions in the Province of Quebec, which he found to be confirmed by the observations of other business men in Montreal

Francey's Lot, Halitax, N. S., brought to that city recently housen tone test regital artists Miss Leida Lucey, Adrien Freiche and Raymond trin to issue invitations for these annual events, but this year the public was invited to attend, all that was necessary being to ask at their store for tickets. The recital was held in the Majestic Theatre

W. B Prockett and F A Trestrail, of the Musical Merchandisc Sales Co., Toronto, and A J Kendrick, sales manager of the Brunswick-Balke-Collender Co., Chicago, visited Montreal the raddle of last month.

The stock recently visited the home of W. W. O'Hara, of W. W. O'Hara, Ltd., Columbia dealer, and deposited therein a bouncing baby girl

Eugene Julien & Co., Ltd., Queliec, have made a voluntary assignment. The assets of the firm are \$1,300 000, while the habilities are said to exceed a million dollars. The failure is ascribed to dimenlty of collections, reduced sales and loss on heavy stock. The non deals in talking machines, musical merchandise, sheet music, pianos, automobiles, turniture, agricultural implements and vehicles of all kinds

The appearance in Montreal of Harry Lauder. exclusive Victor artist, stimulated the sale of this artist's records. The demand for the new doubleraced ones of his recording was considerably stammake !

In connection with the recent Edison tone test recital held in the Ritz-Carlton Hotel under the auspices of Layr in Bros this firm ran a photograph of the event in the leading newspapers showing the large and tashionable audience present, and they are to be congratulated upon proaiding a recitid of such high artistic merit.

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENE MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENE MANUFACTURING CO.

Montvale, New Jersey

Type, and apart of "Napper."

An attractive o special inguitated by Win Lee, Ind., paraded the war tooma, there enturne a neight car of Columbia Constead legitically 130 ca and models. Mr. Let, the president and managing director, was most appliante in his statement that this carbond or Slottett of Gratic rolas would be sold within ten day and they , ACTO

Y Sgroi, Columbia distributed ball a symdar. parade reathring the said of a various or Colonabia Gratopolas and bicowise was most in this astic as to the disposal of the same welm a very short period.

thristmax class were all the rage during December, and from what we can burn all makers partnepating in the same reaped the benefit of an increased volume of sales.

TRADE GLEANINGS FROM WINNIPEG

Melotone Co. Makes Offer of Preferred Stock - Masterpiece Co. Incorporated - Incident Which Shows the Extent of Talking Machine Popularity-How Calgary Dealer Builds Trade

WINNIPEG, MAN, January 5.—The Melotone Talking Machine Co, or this city which for the past six years has been engaged in the manufacture of talking machines, is offering to the revesting public of the Province \$5 (00) of 8 per cent preferred stock

The Fowler France Co., which has been cetale-Lished for some years at 432 Main street, is more me to splendid, large, new quarters at Portage and Edmonton streets

The Child & Gower Paris Co. Regina, Sask. is specializing in Columbia Gratencia- and Brunswick phonographs

Mr Johnson, of the Mason & Ris & Regina store, reports that they carry so complete a sup held to this yamnly have proven very success. could easily arrange can stilled soles from soler to coin almost any sort of a lecture recital on short nulice

W. G. P. Stythes & Contendered the music lovers of Regina a phonograph concert at the Lity Hall and tomms recently which was greatly appropated by the many who stend d. The phonograph reed assa New Edison Mass Helen Newitt, coprano, Miss Virginia Powert, reader, and Miss Whiteher, violinist helped to make the event a smooth

The Masterpoece Music Un. Ltd., 519 Burnard street. Vancouver, B. C. has incorporated for \$40,000, taking over the becomes of the Masters piece Phonograph Co.

The manner in which the talking machine laspenetrated into the remotest country districts of our Canadian West is discated to this even in one of the Edmorton papers. "A young woman cided at the warercoms of a music dealer m Saskatoon to see some talking machine records. She mentioned that her home we two hundred nilles from the range at, and that she had consto the city by motor car. The dealer, raturally began to show her some of the newer and more popular records. She was not particularly inforested. We have that one, was her myartable temark. After inquiry the dealer learned that the family received every month the catalog of one of the leading manufactures, and pare used the records largely by mail order "

A Calgary, Alta, phonograph 1 m watches for wedding announcements of daughters of its regular customers. To the recent brobe goes a letter calling to her attention the fact that her tamily has been a customer of the story for many years and that they offer the same service to her. Of course, they close the letter by inviting ber to open an account, and store statistics prove that many of the brides thus invited do so

Claire Day, soprano of the Chin. 20 Opera Co. and Brunswick artist, was one or the solorsts. at a morning musicale in the Waldorf-Astoria Hotel in New York Uity last week.

BUFFALO DEALERS ARE OPTIMISTIC

Business Steadily Improving, With Better Prospects in Sight-G. W. Peace Resigns-Victor Dealers' Association Honors Victor Artists-The Enterprise of Oliver E. Dake

Berryro, N. Y., Lamars 9. It is with a hope to apart that the falls of machine dealers here are looking forward to 1922. The property derived from Christians tende provided then. with consectable encomagnment, after a year that had been rather a call one

Business here is still ingroving, with better projects in aght. Industrial conditions are cery union better than they were a few months and there is a preiter plentinde of ready noney Record has ness picked up considert do also, during the horder season. Popular sympated formous was rapide. The recited business was still continuing at my after Utrist 111....

to W. Peace has automiced his resignation from the Collinbia branch office here, where he his been assi fant branch manager. The resonation takes effect Juriary 14. Mr. Peace is not a mornering los future plans at the presof the treatment

Er benor of John Socil and Walter C. Kelley Victor attists who were appearing that week at Your's Electre here the Victor Bealers' Assocustom of Western New York held a function at the Hotel horques on December 10 C. E. Siege-mane', president of the Association, pres ded at the luncheon. Among those present were Certis N. Andrews and O. I. Neal Covers were lad to along their members of the As-

The Columbia carlead sales which have been ply of His Master's Voice records that they ful. In request cases it is reported Cautonola sides manufer to the 100 mark. Much cutby sample is ported from the places where the rates were held

The Kinsels of Early and history to proceed the first of the process of the Aprent the period of the contract of the contr rellare for March 6 1 . Caper " | Pr 2) (1) reports taped to produce a second tipe to be the law of order

T R Park , the control , Twee English Court Comment of the Co "Iyo las fen seed in the control of Lamars I Her precided at the all the Ohver b. Dd. him and decer a spins ville, N. Y., and also proportion is a second as a ture theatre in that fewer contract and for two burs so as to babes the Book, ch. In-Telij a special "Brianswick Day for the theory, when a tire program of moses was four a feet an exhibition given or the qual tree of the live wick. Admission was tree. It's no vegen of a great hit, large crowds afterding the the trefrom whom he got a for a list of prespects

OUR FOREIGN CUSTOMERS

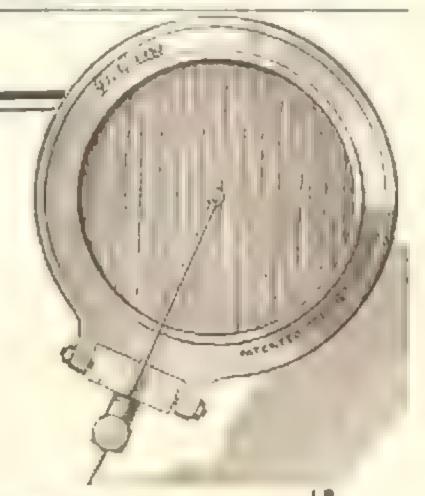
Interesting Figures Showing the Leading Importers of Talking Machines, Records and Supplies in Foreign Countries

WASHINGTON, D. C., January 9 Details of the statistics relative to exports of talking machines, records and accessories from the United States enring November, 1921, issued by the Department of Commerce, which appear elsewhere in Pas issue of The World, show that Canada was the beading importer of talking machines, its part bases possessing a value of \$73,918. Mexico was second, with imports valued at \$13,194, and Australia was third, with imports valued at \$3.160

Canada was also the leading amporter of records and acressories, which were vidued at \$80,196. Argentina was accord, with imports valued at \$7, 800, and Mexico was flied, with incports valued at \$5,221.

Announcing

the first successful application of wood as a diaphragm in the phonograph reproducer



THE VIOLIN SPRUCE DIAPHRAGM

The Violin Spruce Diaphragm will earn acceptance as the greatest step in the tonal development of the phonograpita

It has been brought to the stage of commercial possibility under the supervision of the world's leading authority on acoustics. The application of the same scientific principles as applied to the forming of a violar top results in tone reproduction of a

quality that is mattainable with any mica or fiber diaphragm.

So strikingly favorable is a comparisun demonstration that the sale of a Violin Spruce Diaphragm almost invariably tollows.

This draphragm is adaptable to any well-made phonograph; interchangeable with any reproducer; unaffected by atmospheric conditions.

Retails at \$15. Sold only through dealers and distributors. If your distributor cannot supply you - order direct.

The DIAPHRAGM Co.

CLEVELAND

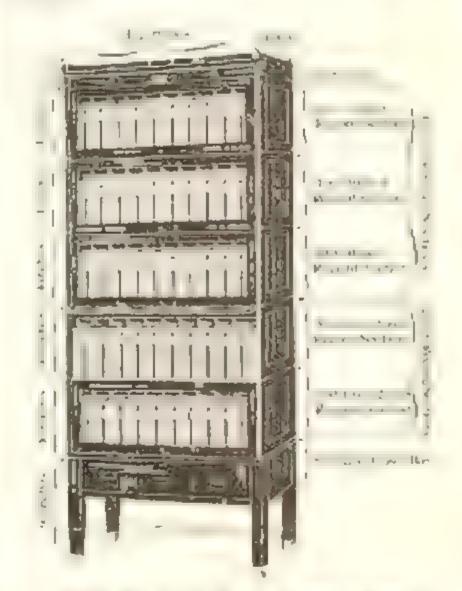
Improve Your Service

Increase Your Sales

By Equipping With

The OGDEN "UNIT" or Sectional System

which has been used by thousands of dealers for the past six years and "Sold" to all on our UNCONDITIONAL GUARANTEE OF SATISFACTION, QUALITY AND PRICE.



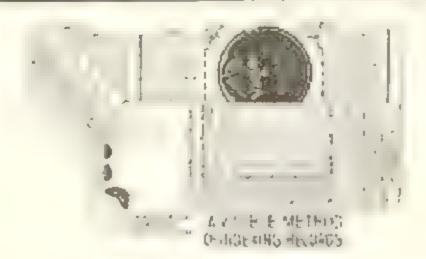
Model No. 1 and No. 31 Sectional Cabinet

This Cabinet, consisting of five Record Sections, Top and Base, files 1,500 10- and 12inch Records, all in easy reach, and with our "Visible Indexes" any Record is obtainable in four seconds. This Service equipment will increase your Sales.

Each Section holds 300 Records which are protected by Glass Doors Base has locking Accessory Drawer Complete tier of six sections, as illustrated, Mah., Quar. Oak and Enamel finishes .

Quar. Oak, Mahogany and Enamel Finishes

Ship us via: FREIGHT— EXPRES	
	9.75
to profit percept-	9.75
Bre No I of I - 1-32 Ver-	6 50
Base Su 1 contra travers	5 50
Lier. Warte.	



Visible Tab Indexes No. 2

Extend in front of your Records with EVERY RECORD NUMBER ALWAYS VISIBLE and INSTANTLY ACCES-SIBLE.

You can't afford to continue a BLIND system when you can save one-half your time and give much improved service by using OUR VISIBLE METHOD, which is Guaranteed to Increase Sales, 10- and 12inch sizes (any quantity) at \$14.00 per M. Complete catalogue with reduced prices on Filing Cabinets and Catalogue of Stands and Service Tables mailed upon request.

Ogden Sectional Cabinet Co., Inc. Lynchburg, Va.

See miges Stund 113

FAREWELL DINNER TO H. C. ERNST

Staff of New York Tallong Machine Co. Honors Former Sales Manager-Presents Him With Cigarette Case as a Mark of Esteem

B ∈ I in t, a timer sales is an ager of the News, adjointed to the Palace Theatre, where boxes York Tilling Mad in the Victor winesaid.

s - the guest of one at a "sussel dring garde of late leads of a of the Souther sales station for empay in the Islan Roomer: the Blobe Mc Mpin er Learney 4 Mr Frest there is the strate of the conte s pres - tre la cette ce e presentent and general manager . Parl Wisterson. he who becopened officer of 136 West Lists till street, for the proposition (up) 44n, nes a chefan



Thuse Present at Dinner Given to Mr. Ernst

ret in all recommendation and impres regrets d by the members of the star but their last concern mis of the state of the New best a slice growth and to his new perstron-

VICTOR ARTISTS SCORE IN JAPAN

Mischa Elman and Mme, Schumann-Heink Achieve Triumphs During Their Recent Concert Tours in the Land of the Nipponese

It is percently generating that the Depental's commention of what constitutes good nearer difters uniter alls from that of the Occodestal and vice versa, and that for an American or Euroregions in the Orient with Liverence or Amerman music is likely to prove a mistake.

I is recent visits on Mrs ha Elman, the noted

are affirst cate give Pierre Tiers are in every way equal to the hirst andreses I have played betime of my American is Pringuin stage."

both to the Machine to a present at the content and as a triver of their estern and affect

tion this persented Mr. Prinst with a handsome

enganche case Charles D. Mason, assistant

sales increased iil book mapairs, preseled as master master, and after the banquet was over the party

So stantacy the same tang is true of Mone Some and Renk scope to which the quist and productionstrative Equation took at their fill ATTISTS STATE

"The Japanesi do not care for what is artistotal's important or is a set that will not have 2, they will not to crate its presence. All must pear artist to attempt to win taser among the the perfect in technique must embedy sincere human to be must in short, hone's by the TO-HOP-ACTURE

"There ore where we tell you that, mimediate's a let the concerts of this two are at Victor actists, Japanese receis in Victor products were literal viewscope I with orders for their Victor records, you will agree with us that high prime has the part of only to the zereis or Mischa Elman and to M c Seman Book out also to the in a conditional the snpitte to professional we a per to notice and conto sell '

The morderar " spring ates a to a contract Johanne of aller of the googтезя з Анассан да эте та Гаран and the round of permittee to the clay to thing the was the drawn of the first and a company



Mischa Elman Surrounded by Enthusiastic Tokyo Dealers

a client, and Marc. Schummer Hank to Layur. h veget and the varieties in egg are a condect three arras by the lapter a law lied a real Burt or the right is to the Japanese, it least matter nascal in we rederstand them. The म हार कर के किया है। जा मार्च का मार्च के प्राचन में The Your of the Victor.

title tours of both a three affaits were some the greater than or brand 'successes' they not or code wandeness left tree does and creeet high responsitioness.

"Lew except the most far sceng American and object and morehenty know the eager to be the with weath layout looks from the West era world. It is not a comosity form in agreement, but one which his grown out of an a product in of the arts developed through cen-Time, and pursued to a degree of countaining In fardly known in the Western world.

Bear Elmas himself When he gave 1 - mst Lapanie a concert he said 'Do these people really appreciate my music or do they applaud leading they think it is the proper thing to do." The wave his own ready before leaving Japan when he said to the same person. I am cony 6 od that these profile appromate the very hest

INVENTION ATTRACTS INTEREST

Several number on the board trade have exinterest in an interest to a new invention recently empeted by Higgs Stirroset, who has part ctol several ingloversorts in the automobut he'd. Mr. Silverter's meentan when attacks to a talk high notine, will play from one to facily receids constitutively, or will repeat the whole or a part of all roord. The invention a noteworthy for its supporty, as it is conthe of extrely by two letters and does not mut or manife the calmed in any way. After each renord is placed at as thrown oil automatically, and the succeeding record is placed on the mintable reach for jewine

A. H. CURRY BACK AT DESK

A II Curry, yee president or Thos A Edwon Inc. retrined to his desk at the Edison heads quarters in Orange on January 2, after being confined to his home to some time by illness.

The smooth term of of a besides depends on the absolute colorographor of its every part

EDISON SCHOOLS FOR SALESMEN

Schools in Twenty-two Different Cities of Country to Be Conducted During Period From February 20 to May 20 for the Benefit of Retailers and Their Sales Staffs

Plans for an elaborate series of Schools for Salesmen, to be conducted in twenty two extess of the country and covering a period of hearly three months, are now in preparation by Thomas A. Edison, Inc. The first school will open in Philadelphia on February 20, and will last for a week, and simultaneously will open in Boston and continue for the same period. The local arrangements for the schools are in charge of Edison jobbers in the various localities, and those who attend will include dealers as well as the members of their sales organizations

The instructors elected for the schools will be Dr. Benjamin W. Robinson, loaned for the purpose by the Carnegie Institute of Technology. Pittsburgh, and Dr. Paul N. Stinchfield, a graduate of the Carnegie Institute. The lecturers will be William Maxwell, vice president of Thos. A.

Ethson, Inc., who will spend three days at sacs school and lecture on the various phases or alesmanship, and Eugene Lockhart, the noted actor, composer and writer, will also spend three days at each school alternating with Mr. Mickeell and teach the essentials of deportment rounier of speech, remiements of carriage, etc. One day at each school will be devoted to a round table discussion for dealers on various are usually speech three first shadents have already been enrolled for the wenty two schools, and indications are that the total enrollment before the series opins on I chinary 20 will be close to 2,500.

The schedules for the various classes for alemen are as follows. Philodelphia and Boston, February 20-25, New York and Syracuse, February 27-March 4; Toronto and Clex land, March 6 H, Detroit and Chicago, March 13-48, Indian apolis and Curennati, March 20-28, Richmond and Atlanta, March 27-April 1, New Orleans and Dalias, April 3-8, Kansas Cris and St. Louis, April 40-15, Des Montes and Micheagolis, April 17-22, Winnipeg, April 24-28; Scattle, May 2-6, San Francisco, May 9-13, and Ogden, May 15-20.

G. W. LYLE ON WESTERN TRIP

President of Manufacturers' Phonograph Co.
Visiting Trade in Middle West-Several New
Deals to be Announced Later

theo, W. Lyie, president of the Manufacturer's Phonograph Co. New York, manufacturer of the Strand phonograph, is at present visiting the trade in the Middle West. Mr. Lyk's itmerary calls for a visit to Indianapolis, Chemistry St. Loar, Kansas City, Omaha, St. Pini, Chenge, Cheveland, Butta'o and Putsburgh.

Before acaying for the West, Mr. Lyle stated that the company's sales for December were far beyond expectations, and indiging from all indications, January business will be very satisfactory. Several important additions to the estimate sales staff have been made in the course of the past few weeks, and full details will be really for amount emember Mr. Lybe's return the end of the month.

NEW MUSIC JOBBING HOUSE OPENED

Richmond Music Supply Corp. Opens New Ouarters in Heart of New York

The Ricamond Music Supply Corp well known solvers of sheet music, field the formal opening of their new quarters in the Bush Term oal Sale-Bulling, Tay West Forty first street. New York, on Friday January 18, just to show that the heads of the company have no superstitions are all of the combination of Friday and 18, but rather regard the combination as a good sensitivities.

OUTING PORTABLE ACTIVITIES

In a chart with the World, A. J. Considered of the Outing Talking Machine Co., Mount Kisco, N. Y., manuscrimer of the Outing Portable machine, stated that during the past tow weeks his company had ustablished relibered in New York, Buitalo and Davenport, a New York and base been completed whereby the Outing machine will be given valuable export representation, and in the course of the next fortught publing arrangements will be completed with a number of prominent concerns in the hading trade centers.

A. H. CUSHMAN'S PLANS

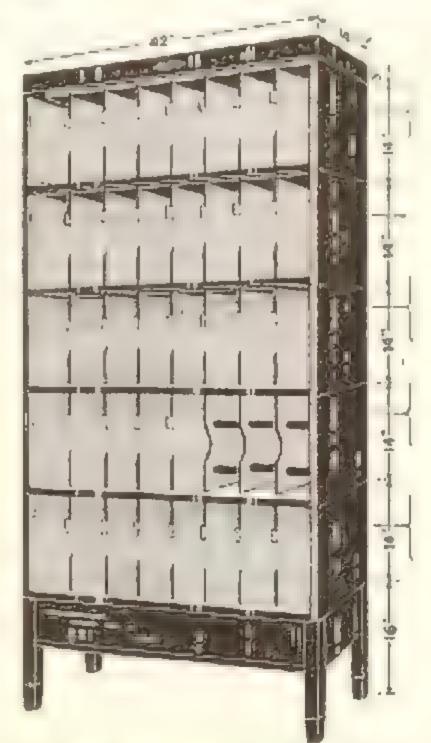
Arthur H. Cushman, former's associated with the Regal Record Co., New York, resigned from this company's staff the first of the year. Mr. Unshman has not yet announced his plans for the future, but he has made an important contaction that will be announced shortly.

Tino Patticia, Brunswick artist and a member of the Chicago Opera Co. has been engaged for a recital which will take place at Louisville, Ky., on February 7.

The OGDEN "UNIT" Filing and Sale System

Is guaranteed to increase your service, as it makes every record instantly available.

A Patented Record Cabinet with soft, flat springs to support the records in an upright position (the only convenient position for handling) and prevent warping.



This is Model No. 2 and No. 62

As illustrated: Five record sections, a top and base. Holds 1,500 10° and 12' records. Costs only \$43.00.

Oak, Mahogany and Enamel Finishes

Ship Us via: FREIGHT—— EXPRESS	
- Espectico No. 4	
Renad Section No. 2 chalds 300. 40 mm h and 12 m h seconds)
Record Service No. 62 (holds	
Santa y Base No. 2 with No.	
Santary Bas No. 2 w thout	
Accessory Draver Fine-h wanted	3.30

Reduced Prices on Unit Model No. 2, 150 D.D.

Each Holds 2,150 10 and 12-lach Records OAK, MAHOGANY and ENAMEL FINISHES

This high-class cabinet work costs less than carpenter work. Files the largest number of records in the smallest possible space, with every record at your finger-tips. As simple as 1, 2, 3.

New catalogue with reduced prices on all models of cabinets and catalogue of stands and service tables mailed upon request.

Ogden Sectional Cabinet Co., Inc.
Lynchburg, Va.

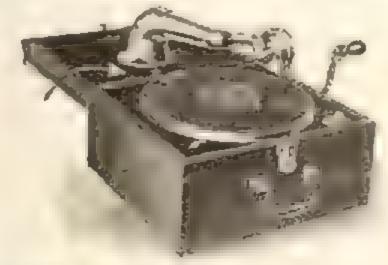
See pages 53 and 132

The Cabinet and Accessories Co., Inc.

Distributors of

Talking Machine Accessories

Portable Machines



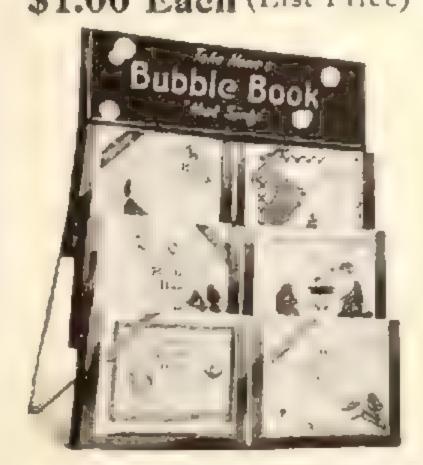
CIROLA in New Model
Now ready for immediate
delivery . . List Price \$35

OUTING
The newest po

The newest portable with sound chamber album and other exclusive features

List Price \$35

BUBBLE BOOKS PRICE REDUCED \$1.00 Each (List Price)



Ask for Dealers' Discount

Write for our complete catalogue of all Talking Machine Accessories

The Cabinet and Accessories Co., Inc.

145 East 34th St. Ne

New York

Featuring MUSICAL TALKING MACHINE POSSIBILITIES of the TALKING MACHINE

Lance Sa II and the reference of a new sectors

the constraint of the control to the control of the control of

A WAY TO GET AT THE MUSICIANS

Why do not ineschards try harder to sell the talking maclime to impers and students of singmay as well as to other messcans? The ques-From when asked sounds so obvious and there scenis to be so very little need of asking it that the reader may wonder it, in putting it forward, we are not showing ourselves hard pressed for a subject. Yet sight is not the case, bor, obscines as the idea may be, the fact remains that tallang raiching fealers have been singularly slow in counce! up their selling machinery with the imposal people in their communities. Let these rig-real people form a large and conmently destraba element in the buying mass, an element which ought to be encouraged, brought into the "involve circle and exploited for all it is worth. As a subject to be discussed at the opening of the year, it is highly apropos-

Repertoire and Study

The writer happens to be acquainted with a young ady who for some years has been studytag the youd att. She possesses an excellent contraito your and most of the qualities which 20 to move up a successful small. She finds, however, like many others, that one of her greatest difficulties is to keep in touch with the progtess of the art as exemplified by its great exponents. In order to perfect her repertoire she finds it necessary not only to hear a great deal. of music, but to be continually studying new thises and working to gain the right nitezpretafrom or the great standard works. This means usu to that one must engage the services of a chacle which is very expensive. Even when a suger has graduated, as it were, and is no longer a more pupal, the mood persists for acquiring a sarge and perfected reputone. A singer must be letter perfect and note perfect in a grest mans songs, anas, frontatives, etc., and at the wase time must be acquainted with the tride onal author of rendering mains of these That he had contain to have acquired a tradition. Place of Is another way of saying that the great there of cheese and operatic inner suited for earl type divorce, soprano, mezzo soprano confight seror become and bass, unist be studied by cars to seried one of these voices, not merch as to acced and more but as to interprefatton but

The small two carmot go on forever paying out large reschola coach has, however, one ex-

recognized by, and demonstrated to any singer there will be an immediate response. Yell in the case of the young lady to whom I have all ready retried the talking machine has become a truly adequate substitute for the ordinary process of ceaching.

A Practical Example

This young singer has not only a good talking machine but has gradually acquired an excellent library of contracto songs and any as sing by such great contract as Clara Butt, Louise Homer and others. She has thus been able not only to learn the traditional method of rendering most of the important classic airs, such as the great solos in Handel's pratorios and in the best known Italian operas still in use, but also of comparing one artist's rendering with another. This has been a most wonderful help to her and has enabled her to learn for berseli what otherwise she would have had to pay others to tell her.

What has here been set forth as the experience of one singer has been the experience in fact of many others. But still there is comparatively very bitle understanding by singers of the possibilities of the talking machine. That this ignorance should exist is not very creditable to the retail merchants of the industry.

Numbers vs. Influence

If it be alleged that the past trade apathy of which we speak has been tostered by a belief that in all probability very little could be gained by cultivating the trade of the musicians the answer is that all experience purits the other way. Here is a hattire of all such situations. The unisical community is always a small fraction of the larger community of which it forms a part, but its influence is always out of any proportion with its numbers. Musicians, for instance, who are important enough to appear on the concert platform with concert grand plants are very few in number, and the actual quantity of concert grand pianos made at any time is very small. Yet it is the concert grand which dominates and directs the construction of every other piano, while it is the concert grand user who advertises plantes in general to the public more effectively than any other medium does or can. The same reasoning holds good with the talking machine business.

The musicians who use talking machines as ads for study are few in number as yet, and even when the talking machine shall have be come as much a feature of the vocal studio as the pano is, they will still constitute only a small fraction of the complete community. But it every vocal studio where is now a pano also held a talking machine and blurary of records, the talking machine would be into placed

m a position of superiority which it in no other way could possibly achieve. The musicians of the community would be behind it -that is what it would come to and it would, therefore, step at once into a public position of respect and regard on the part of the whole community which it otherwise would and could not attain.

How to Do It

Is there anything inrea-onable, therefore, in the idea of a merchant setting aside a part of his advertising appropriation and of his floor space for the purpose of cultivating, obtaining and exploiting to the general advantage the talking machine trade of the musicians? There are mans ways in which such a scheme might legitimately be worked out. For instance, it would be a simple matter to provide a room especially for the purpose of enabling singers to select records. Eas should be comfortably furnished. and contain a piano, which should be kept in time constantly. It should be in charge of a saleswoman who knows something about music and who could, for instance, be trusted to see that the pitch of a record and the pitch of the mano were in agreement when a musician might wish to try on the plann the accompaniment to a record, as is often done. And there are many other details which will suggest themselves

But this is not all. Suppose that each month the ninsicians of the community, especially vocal teachers, students, church soloists, etc., should receive lists of the extant vocal records classified for soprano, contralto, tenor, baritone, etc., for the purpose not only of showing the new things which come out each month, but also to give information and suggestions as to choice of music for the different voices. This would be a simple scheme, but most effective. It would, of course, entail a good deal of work, but the manufacturers of records are always ready to co-operate, and many of them already put out educative matter.

Sin flar work in the advertising columns of the newspapers, it kept up persistently, would have the best of effects. In a word, it is a question (1) or arresting the attention of voral teachers and students of singing, (2) of demonstrating to them that the talking machine and its records are actually a genuine and authentic record of interpretation and style, and (3) of showing that the store actually possesses enough knowledge to co-operate intelligently with musicians who wish to avail themselves of the musical possibilities of the talking machine

One could go along indefinitely in this strain, but enough has been said to outbue the general idea. It need hardly be added that, given intelligent direction by the merchant and intelligent service by a trained clerk, the same idea may easily be broadened to include instrumental music and the students thereof.

A Message To Victor Dealers in Ohio, Michigan and Indiana

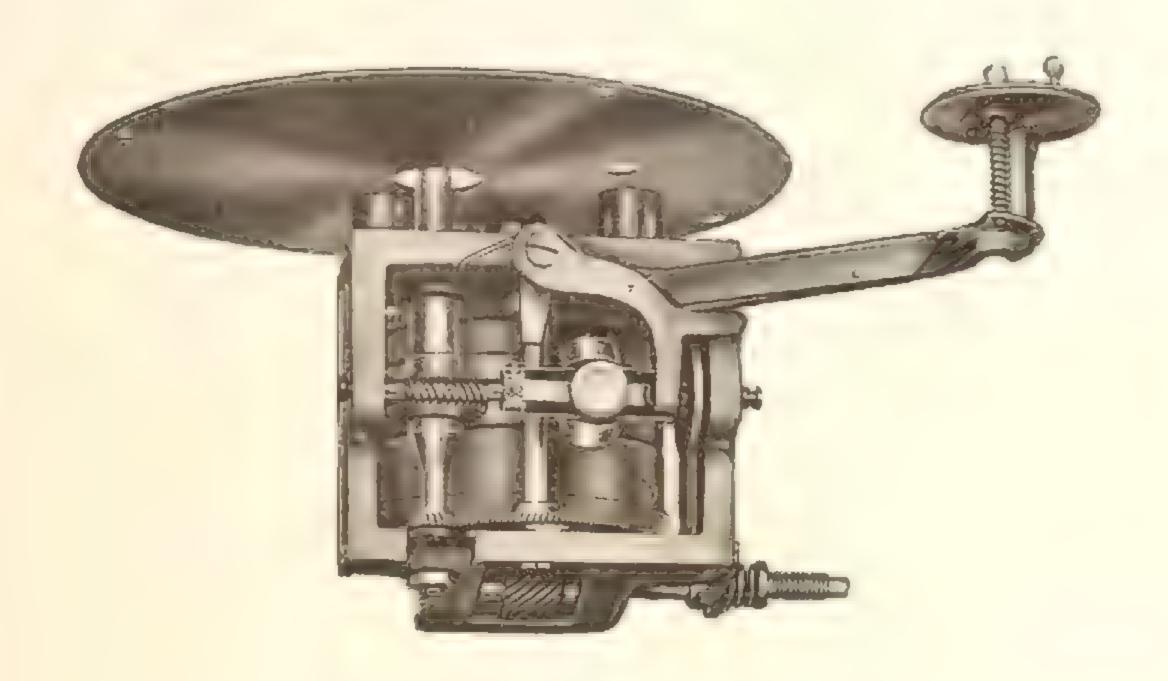
We now have the stock you will want a little later. Why hesitate?

THE TOLEDO TALKING MACHINE CO. TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



Relativity

ART and craftsmanship in cabinet making, skill and knowledge in tonal reproduction, organization and aggressiveness in the sales department; these count for naught if the motor equipment is not as troubleless as the cabinet itself, and if it does not unfailingly perform its function positively and so quietly as to be unnoticed.

The Stephenson Precision-made Motor for Phonographs is a product of merit with features that add a tangible sales value to the phonograph equipped with it.

STEPHENSON

One Hundred and Seventy Pennington Street



LIVELY MEETING OF THE TALKING MACHINE MEN, INC.

Entertainment Features Overshadow Business at Monthly Meeting of Local Organization-Elaborate Plans for the Future of the Association Announced and Discussed by Members

The rest of the life that meeting or real and the trule of the lated I'm a the service of attracted a said 15 section to associate and their taking re the transfer of the body of

Drie Control Steslet war as for a service of the contraction the entering for the document of a distribute . I or a pull the gent as pression for the litaria same routillers and the second of the physical later terms and the same of a setting before dealers in a second to the conclustrated by in the other end remove the hir or says, or a true therete a cheap in in the large on a comman design. Local for tarters who have sold not at the hands of the evands are rule to contemporate with Ma-Kurtz as any area but they may appear Cartist Edicate Cost

The L. L. Mar - More Co was the rate perblished as the bounds and I d Bornett of the compacts of the extrement Billy Junes and Errory Larry ver, Frown and strated but there are the tendent in their mountable a diver Clove of the FF Sam min Hale and the age for Mars embers "Edds I count Blues, and "I dlay and I may Jahy "

After this deposition the Prince Watar stand was introduced, and are give costonic and Lave a view interesting to be established for workof interpreting Indian press and tograds. The Project adam and secret and materials indian cones, explaining each in derich, and demonstrate ng several Indian directs, by work of caring a fortiety and more condition that I at the way to dear the property of the pul about New York that the anspoces of various hor or leave the risk to our any steas tall as other of secol-

M. V. Delarge forte de contre National Ve outin ten enverten old neild in originais edució filaborata an un troca fendicació come talked by the same talk against door to the brought of groups and taken a and ne dislocation that the airs called attricted to the posts The secretary of the properties of their trace spanish on in New York in the Spanis,

I are the and his are of the to the trace, but the early calibration properties and extensionless the average da so to pudents revely, I. Pelkoff, for I to be but A I Beeth scrahe Vactor, A Bar . In the Branch and I H Maxes, for the Some the several vice providerate in farm gase. the description to be accomplished and The section to the first Mr. Evillott particular the property menace off following menace off following in price after and "gap" dealer

> The attention of the metabolis of the associato be a cold to the forth coming a debrators a little to the excessing of the birth of France 8 Place on Japanes 29, and they were urged to test to records of Schubert's popular compast has a well as worth its of the composer, in the exercise and store is plays and in their 11 11 11 111

> Prisocut Kurtz and oppied that attists were now working on a new design for an association is signical with a record as the bicsis, and that a suitable stogan to be placed thereon was much cosmod, suggestions being so gett. It is the plan to have the iragina reproduced on decalconauna for pasting on store wordows, etc.

> The president also animined that several lead ing maintacturers had been approached with the s a sestion that a certain it be issued with rivery machine baying the factory, the certificate to bear tic rachine number and rat the abordising to the public urge that the business apon rea tring a certificate with the machine to provincial herry as represented

> If was also securated that i samulacturers print two is tipraces in their citalogs one applying to such sales and one to petalajout subs. No action was tiken on this at present

> To amost detertainment and datase of The talking Must me. Mrs. For will be held in April and plans are moder way to make it one of the most fationate of the solits. Plans are ilso being con at red for a few mineral arrow in the Edleri oror of the Craftes features for Eight Ecolor-Victor Artist some of the prominent re-ording or classical other artists known to the public through the medium of their resords.

> Among the out of fown year es at the meeting were 8 Somels, provident and H. A. Glasser. secretary, of the Victor Retailers of New Jersee At the rest energy of the Talling Machine Mer, Inc. to be held on February 15, the I

Wo're Gilbert Music Corp. will send representatives to tell of its plans for the New Year and "emonstrate some of its late song successes. The rest of the session will be devoted exclusively to business,

AN IMPORTANT "PRICE" DECISION

While Beechnut Packing Co.'s Policy Is Declared Illegal, U. S. Supreme Court Reaffirms Right of Refusal to Sell to Price-Cutters-Views of Justice Holmes, Who Dissented

Behavers in the value of price maintenance in the retal field and in the protection of trademarked merchandise have been interested in and surprised at the recent decision of the U. S. Supreme Court in the Beechnut Packing Co.'s case which, while reaffirming the right of a manulacturer, or merchant, to refuse to sell to pricecorters-in other words, goods may be withheld from those who will not sell them at the prices fixed -the court, by a tive to four decision, held that the company cannot consistently, under the Sherman Act, go beyond the exercise of this right, and by contracts, or combinations, expressed or implied, unduly hinder or obstruct the free and natural flow of commerce in the channels of interstate trade. In this respect the Beechnut Co went beyond its legal rights, according to Supreme Court Justice Day, who wrote the maformy opinion, reversing the ruling of the Fedctal Court of Appeals which refused to uphold the complaint of the bederal Trade Commission

Justice Holmes, who, with McReynolds, Mc-Kenna and Branders, dissented from the majority opinion, in a prepared statement pointed out in part: "The ground on watch the respondent is field guilty is that its conduct has a dangerous tendency unduly to hinder competition or to create mon quity. It is enough to say that this ! cannot understand. So far as the Sherman Act is concerned I had supposed that its policy was alrued against attempts to create a monopoly in the doers of the condemned act, or to hinder competition with them. Of course there can be nothing or that sort here. The worst that can be said, so far as I can see, is that it hinders competition among those who purchase from it but it seems to me that the very toundaton or the police of the law to keep competito a open is that the subject matter of the competition would be open to all but for the hindrance complained of I cannot see what that policy has to do with a subject matter that comes from a single hand that is admitted to le true to shut as closely as it will. And to omi back to the words of the statute I cannot see how it is unfair competition to say to those to whom the respondent sells and to the world. you can have my goods only on the terms that I propose, when the existen e of any competition at dealing with them depends upon the respecident's will I see no wrong in so doing, and a Lafet I should not think it a wrong within the possible scope of the word unfair. Many mitair devices have been exposed in suits under the Sherman Ast but to whom the respondent's conduct is major I do not understand." Justice McKenna and Justice Branders concurred it has two of the case.

FILE ANSWERS IN "SUPERBA" SUIT

Waterranov, D. C., January 10. The May Co. and the Max Department Stores Un both of Cleveland O, have filed separate answers to the suits brought against them several months ago by the Schiller Plano Co. of Oregon, Ill, charge a miringement of its trade-mark for phonographs and asking \$50 old damages, according to advices received here by the United States Patert Office.

The Max concerns state that the advertise mosts were withdrawn as soon as it was learned that the word "Superba" was used as a trade mark by the Schiller Piano Co. They state within that no machines were sold under that rame and deny that there was any intenfrom his defragil.





HAPPY NEW

WE thank the trade for the good will so liberally displayed toward us. And we hope, by continuing to couple the best of merchandise with the best of service, to merit a continuance of that good will.

Greater City Phonograph Company New York 311 Sixth Ave. Let Chefred 921"

Sauara Distributors Exclusively

the second of the last fields Value

HOW MUSIC PLAYS ITS PART AS AN AID TO THRIFT

Lik again taken an acrive interest in the aureal contains a first Week, Larrary 12 to 23.

The Music Industrias C amber of Commerce Thrit? have seen sent to dealers in all sections nitle country is ist button to the public and there have also been tempt special enterland

Little to home and the sections of the in a limite, the party greater a term to I specify a principle of terrary problems to the in the of the born on, or missed graces - controller in the Metropolitics Machinery

NATIONAL THRIFT WEEK JANUARY 17-23 FOR EDUCATION ENJOYMENT ECONOMY

Window Streamer Prepared by Music Industries Chamber of Commerce for Thrift Week

among the members of the music industry seek. The dealer in taking part in the campaign ing to hook up music with the thrift itea.

backlets on the subject of "Music as an Vid to

and has been carryers on a strong comband posters and wild overhances for the use of

The plea being put across is that the purchase Throng the past few weeks several threesard of a musical histoment indicates thrift and actives to make it possible to provide extertant

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Trank Stendigge projector of the Steads and Main. House, Yordens N. Y., but recently for Plends for his health. Mr. Stradwan approximate ordered the trip, in low or an organication.

NEW WIDDICOMB RETAIL PRICES

Widdicomb Furniture Co Announces Reduction in List Prices of Widdicomb Phonographs-New Prices Well Received by Trade

GRAND RAPIDS, Moin James 9 The Widlicomb lamiture Constituent more that merely the Wid From' the more sphere or more of the week that a new price list of Wildleman phonographs was reads for the trade and a condito the new price-list this we't known lit or phonographs will now retail from son +, see, This represents a spend adjusting in price to Wildre mb plans graphs to meets cetable from \$95 to \$300. The corporary start a rear the lewprices have been made possible occurs in a cent op oft me previases of his mit o de cothe further color a nert of mentions are a cicicy

Wid Scomb dealers have evered keep after est in the new prices, and many of the deficehave advised the compact that they keeply do provisited its spirit of a operation and beight ness in grane their art opportunity to stimulate sales at this time

DISCUSSES ARTO CO. AFFAIRS

G. Howlett Davis Declares Standard Music Roll Co. Is Not Affected Except in That It Is One of the Largest Creditors of the Company

G Howlett Day's provident of the Standar' Music Roll Co., Orange, N. J. in comments a upon the financial sufficiency of the Arte Co., Inc., the manefarturer of Artic records said

"The Standard Moss Red Co has no related with the Arto Co. corpt to the extent of being one of its largest croppions. He wever, and tower sessioned the arts the Arts the will not securest, affect us. We as forther in the our familias weathered the min m' steem so cossisting a fact, we are mayou before plant first coally that ever to force in the track of the Interest We carriedly that that the comme one Standard readers is also in next a conferadvantage file; toxing or descent

CHAS. K. HADDON GOING ABROAD

Charles K. Hidon via priesdate for the for Telking Machine Co. or organist by Mrs. Halder, will sai on Jameser 38 f. a trup b. the Mediterranger and the Winter resetts it is the Process Mr and Mrs Hadd as Harogada la area, several months, and their stip rary prothe bor a trip that should be keenly coposed.

PURCHASES RETAIL STORE

The retail place beis ness conducted by Br ... eck & Co., 49 Fourth average Maint Verreit Y Y has been purchased by S. I. Schools This company is one of the offer established retail passe concerns in Westellerter County, and hantion a complete the of Victorias and plants





List Price, \$125 Costs the Dealer-Write in and Ask!

Not a Liquidation Sale

All Strict I mode's represent our 1022 standat hard bre. All Strands new in design, built in our of the a toping defactors in the country, at care to ever, All sold to the I Her if rest

Safe Instalment Business

You can work on said on STRAND production net and be sure that no Ion, Dick or Harry an cut in and gradi them of No next door competition to back. This is the time to tie ep with the Manufacturers, Photograph Company, a nest recommended list prices are right, whose die mis are right, whose product is right who see on's to representative hierces, a chair tien assist competition, and who the attreating a protective as to disign, finish, ractor and other parts—all parts replaceable at or comme

Three New Console Models

We are this really with three additional STRAND (modes at \$150, \$175 and \$200, each a command in author in design and tion is and or non-conjectitive in value and with the same long discount as the Model 8.

"IT'S THE DEALER'S TURN NOW."

The man who does the selling is entitled to a REAL profit.

"Better merchandire, lower list, and futter discounts."

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

GEORGE W. LYLE, PRESIDENT 95 MADISON AVE, N. Y.

PUBLIC APPRECIATES BETTER MUSIC

American People Beginning to Like the Classics, Declares Paul Watteman, the Noted Orchestra Leader-Wille Jauz Craze Is Wearing Out

the strain terms of the section the transfer of the straggering and the transfer of the second to . To be Wiley and to the control of the the second of the second of the era minimum to a stantoc bits to the boundary won the Viter of Postra tire of the medium A ter the country will are discours, the transfer of the transfer o 1 1 1 11 11/ Sit in

In the property Dr. Williams is quited - - 7 4

the attended to the tendence of tendence of the tendence of the tendence of tendec the of I to the state of the last time. that is a contract to a second classic and no only ter that it is somet dance from in the tazze them there is a section of the abbim was their sales or sales I think that the processing the and the prison party are contail for the transfer of the action and the middle matrix is at their paper Charling the second of the house of the second they paint utitly energy gr

"I think that the loss on how amplippelar singly boost of the paragraph over 17 same larger ten to se a man play a transace wilking strong that are tox about the eighter had or playing two is themes to as the same time and with the said to set to be the order - test do not get to any first for a first fixe. with all the colors through the part of layers a comparate as a first transfer of Sel there, Capa mel therein. They are also yo comiar. It is in many with these process that profile on us

" We were to that he shall ple mig a of Now first times are the area of the formation and the same the first that the artiful factor of his part , or restaining the land to seed by ter dates to be to find a limited. The pleaser Additional to the son value, impos-The trade of the maximum red out a boar 111

Mr. Will chart hilled files come you can't " " be and have in the vocate for this kind to so the great for public is preste in him soll are have here restly successful? III for the short to a contacte "Next NAME AND ADDRESS OF THE PARTY CONTINUES THEFT. order" He seem "I some to be becalf anythat the property of the helpful

A new Force plan graph esta believed has there is a fill 2412 Same, Carr avenue, Ala-1, 1, 1, 1

to the New Stand, Pressells to Ark, has ad to the last the property of the order W. I'm the the enter property & and foresters

"DREAM PICTURES" IN NEW HAVEN

Loomis Temple of Music Attracts Enthusiastic Audiences With the Pictures Shown to Accompaniment of Victrola and Ampico

NEW HOUSE, UNK, January 2,-The Looms. Tenale of Music attracted a bost of lovers of music and art to the warerooms throughout fast week with the showing of the "Dream Pictures," emenated and presented by Branson Deton, which have already been described at some length 10 To 11 1 11

the potates were shown each afternoon and allows arranted a expanity audience and there were stockal evening presentations on Thursday and bridge to take care of these who could not actions the action on session. The Victoria and the Angelo mathe Knabe prano were used in the and be the rotered accomparations to the picthe card, to you all non-senal

I or showing of the Dream Pottings was well above addy to Leans Tenshorf Music and was a segmentional free publicity by the news

WINDOW PRODUCES SALES

Columbia Dealer in Denver Specializes on Attractive Windows-Features Economy Theme

or organization of the Resell Gates to come, story talk a creatily street, recently prevaied an effective wordow display that rewithin the without a to miter of Edite in the give



How Denver Dealer Uses Window Effectively carine. The o terral na Country in the last here their produce a every open party to problem the Darry pull on 1st Car California for maximum value for the memor expended. Their sales and publicity car pegas have been built as each this there and the results to date have been very surists forv

I cpit sa ovsky panetant Bruserkae for well appear a coveres a toracle Rayle's Dietar had Kalamara Mark before staring 1 - Caranger territor Han Bon Clift on James 20 34

Universal Record-Lite

Now Retails at \$2.00 Complete



An Easy Seller

At \$2.00 cache this hardsome phonograph accessors is within the reach of everyone It is a recession, for it prevents a catching the record area grouping the dark for the needle. In boundfully final adand adds to the appearance of any phongraph. Comes packed complete with battery. Anyone can attach il in a minute.

Helps You Sell Phonographs

Europ your sample machines with the Record-Late You will be surprivate at him there you sell phonographs. This device a fully presenteed Order to w- J.o't delay.

40 . Discount to Dealers

COLE & DUNAS MUSIC CO. 50-56 W. Lake Street Chicago, III.

SOME NEW YORK BRUNSWICK NEWS

E. R Strauss Attending Conference in Chicago-E. Wolf Returns to Toronto-O. J. Miller Visits Headquarters and Tells of Factory Activities in Chicago

E. R. Streets, manager of the New York bear if of the paid weaph division of the Bruns with Parke to conder to, left on Naturday for a contraction It is work headquarters in Chango, to are ad a sales congrence of branch managers, to be held this work. This is the annual reunion bell, at this time such year for the purpose of discressing leaviness done the past year, and the proparation of policies and plans for the new year. Mr. She is special to be zone for a personal out that they we

Better having, Mr. Strauss amounced that E. Will, the has been covering Brooklyn territory, has resigned and is returning to his home in Toronto, Carria, Mr. Wort was formerly with the Musical Metchandising Sales Co., Canadian distributor for the Branswick lime in Teronto and a gener tack to take up the post of sales representative with he formerly held. O. J. Macer, assistant separatendent of the Brur evick factor - in the aro, and son of C. P. M. Per, a constructed at a Cabe New York branch of the Brutsynsk-Bake to londer to, came East to spend the Canstmas holidays with his parunte at their home in Mt Vernson Mr Miller called at the New York offers while here, and stated that the referes had been working overtime one to rooth of Scotember, and that despere the right and day soled to at the plant they were mable to need the demand, which is

Retail Price, \$35

THE OUTING

Write for Discount



The most improved Portable Phonograph ever made. A modest investment with big returns for the dealer.

Distributed by

CABINET & ACCESSORIES CO., 145 East 34th Street, New York

IROQUOIS SALES CO. Buffalo, N. Y.

DAVENPORT PHONOGRAPH & ACCESSORIES CO., Davenport, Iowa

> R. C. ACKERMAN 291 East 162nd Street, New York Export Representative

Desirable Jobbing Territory Open.

Manufactured by

OUTING TALKING MACHINE CO. - - - Mt. Kisco, N. Y.



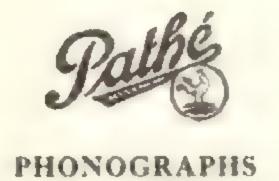


This trade-mark is a symbol of supremacy in every corner of the world.

YOU don't have to tell people what the Pathé red rooster on your window stands for. You may stake your reputation as a dealer on this: That they already know it and are entirely familiar with its significance—both as an identification of Pathé phonograph product and as an instantly recognized message of quality flashed daily on ten thousand motion picture screens.

You've got an asset in that red rooster and the Pathé name as big as the world-wide Pathé repertoire—as broad as the claims you can make for Pathé product—and as solid as the business you can build on the exclusive features and TONE and quality of both the Pathé Phonographs and Pathé Records. And it's one asset worth more to you each time we remind the public of what it stands for—as we are regularly doing it with increased force.

Pathé dealers are not enjoying all the privileges of a Pathé franchise unless the Red Rooster is displayed on their windows. Decalcomanias for this purpose are supplied by Pathé jobbers or the Pathé Dealer Service Bureau to authorized Pathé dealers.





SAPPHIRE



ACTUELLE RECORDS



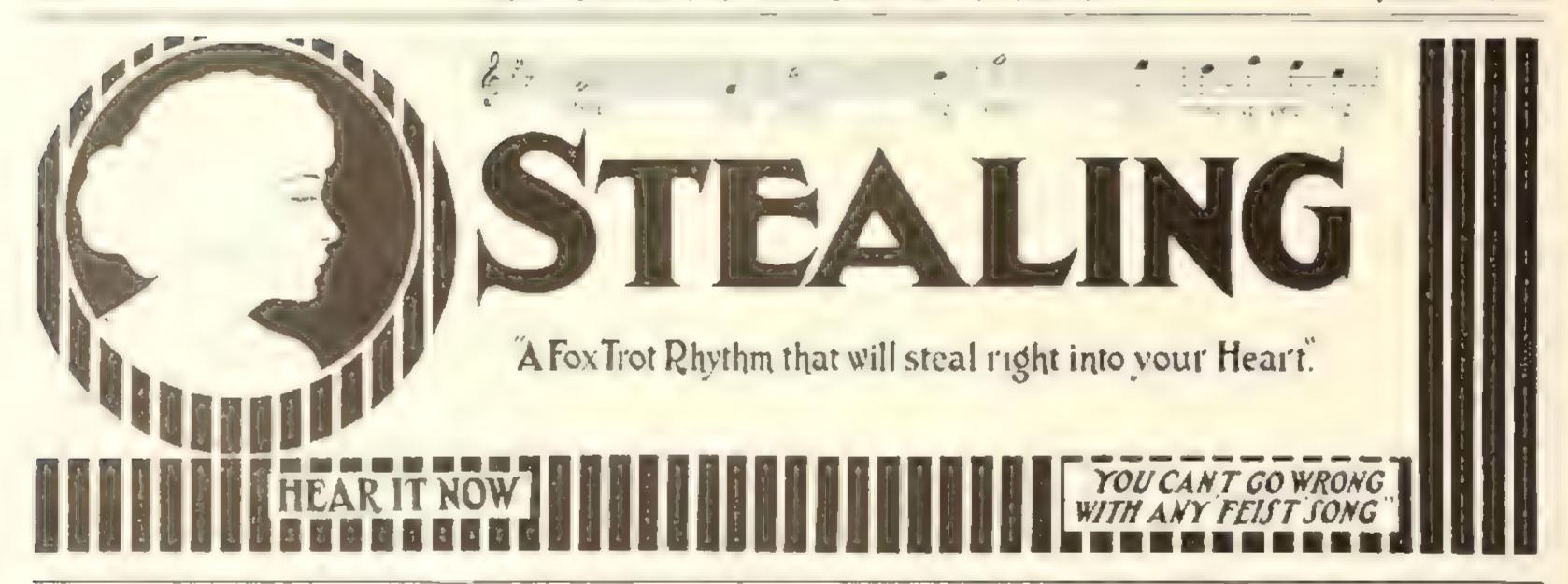
ACTUELLE



ELECTRIC MOTOR

PATHÉ FRÈRES PHONOGRAPH CO.

20 GRAND AVENUE, BROOKLYN, N. Y.



FOUR STAGES OF BUSINESS LIFE

Benjamin H Jefferson, of Lyon & Healy, Deserties Various Stages of Business Existence in a Very Interestingly Written Article

I will be a series of the seri

 her is the control of a service But the control of a cont

The colors of the expected in that a pinness in a since, held fast to the spint of or a the color of the color of the color of the worth water. The least of a color of the color of the worth water. The least of the color of th

FIRE DAMAGES BADGER CO.'S STOCK

Part of Mr. J. 19 habitar and solve the house the formal late of the f

JOBBERS' COMMITTEE AT CAMDEN

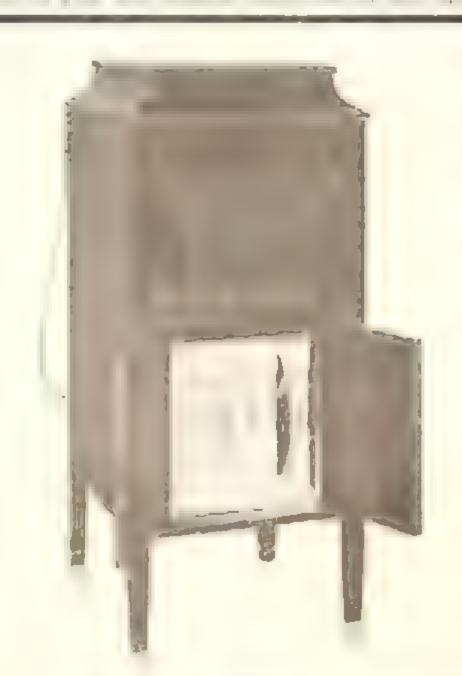
Association Officials Confer With Company's Executives on Various Matters Connected With Merchandising of Victor Product

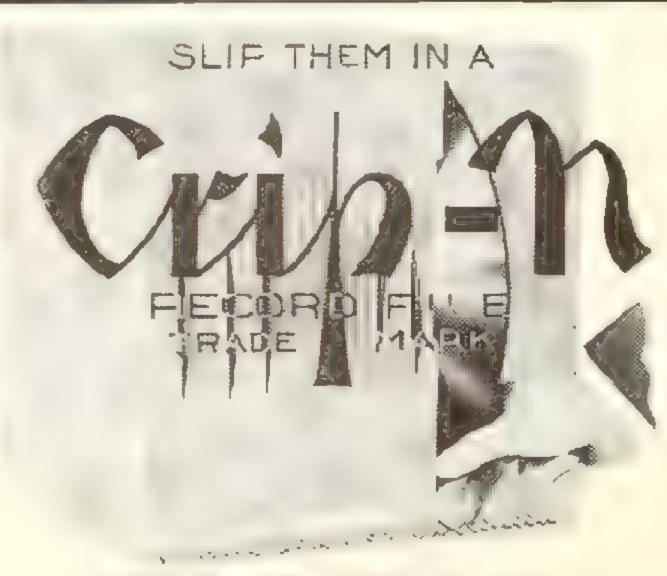
Philaterphia, Pv. January 10—Louis Buehn, president of the National Association of Talking Machine Jobbers, together with J. Newcomb Blackman, W. F. Davisson, L. C. Wisswell and E. C. Rauth, of the excentive contmittee of that organization, visited the Victor Co. factory yesterday for the purpose of conferring with Victor official, reparding various matters of general importance to the trade. It is understood that many matters or interest were taken up, in finding a discussion of the record exchange, of all activities and various distributing problems.

It was it till there were a sufficient number of matters pending to warrant a conference be tween the 10h ers and factory officials at this time without withing for the calling of a meeting of the fall executive committee of the association.

SAUL BIRNS TO ENTERTAIN

Sent Bians, the well-known piace, talking maione and music dealer of New York, has ar ranged to give an ela orate entertainment and supper to his employes and friends at the Hotel Commodore on Sendas evening, January 15 O'delals of the Victor, Colombia and Brunswick impanies have promised to attend the affair, which will be held in the east ballroom of the





ONE HAND DOES IT ALL
Even a Child Safely Handles Records
Filed in a "Crip-N"



The state of the control of the capacity of other files. Mechanically simple. Easily installed in any talking the control of the capacity of other files. Mechanically simple. Easily installed in any talking the control of the capacity of other files. Mechanically simple. Easily installed in any talking the capacity of other files.

CRIPPEN RECORD FILE CORPORATION

39 N. Water Street, Rochester, N. Y.

MEADER SCORES SUCCESS

Well-known Operatic Tenor and Exclusive Columbia Artist Appears at Strauss Recital-Performance Highly Praised by Critics

George Meader, tenor, with the Metropolitical Opera to and exclusive Columbia artist, applaned at the Toyon Hall in New York recently it the third of cital of Dr. Richard Stranss' sones Dr. Strauss played the accompanients on the piano, and Mr. Meader's interpretations of these songs were praised enthusiastically by the musical critics.

Richard Aldrick, musical or the or the New York Imnes, and one of the foremest members of his procession, stated that it would have been difficult to and a better singer for these selections than Mr. Measter as he is an artist of rare accomplishment and skill. The program include a some of the best known and most popular of Dr. Strauss' songs, together with several sclertions that are not so well known to American music-lovers.

DUSS BAND



HARMONICAS

"The American Boy's Favorite"

25 STYLES

OF THE

Best Harmonica on the market at popular prices. Within the reach of every boy passing your window.

Get a good start in the New Year by displaying these popular and quick sellers. Also include

DURRO

VIOLINS—BOWS-STRINGS

The Streng that Won the Prize at Leinzig

S. S. STEWART STRINGED INSTRUMENTS

> B'rite for our complete catalog of all majoral regularadise



Buegeleisen & Jacobson 5-7-9 Union Square New York

WINDOW DISPLAY MAKES SALES

Novel Arrangement of Machines and Records to Simulate Automobile Helps Landau Store to Sell Eight Machines a Day-Clever Sales Plan

HAZIETON, PA., January 8 Two talking me shines so arranged that the sound box do its or the rear just cament made the "ade doors of the automobile, which the arrangement represented, with records for wheels and another for a steer may wheel and with winding crank for the crank of the "there" and ready began to large, have made so good a seiling display that the Landas Music Store has sold an average of eight machines a day since November 21 and expects to keep up the saks in the low year. I is will dow display has held hundreds or people in front of it. creey car since it was 18-t put in

Len Landan and William Bronson, who can the store and who area and the elsplay, also sold 200 records of "Ma" and "My Sminy Tenne-see" by use of the "automobile". The front talking than have was kept in a citerral operation day and recht by A Motroia and a reverser which brought the needle around to the edge of the record after the whole disc had been rovered. It was for of that our tungston nectly and our record here worn out by twenty four hours steady operation. This feature of the display was watched with interest by many who wondered how long the new Grand the new, I could be used. As a record is placed in two and a belt minutes, the demonstrate or of its donability was quite a selling argument for both the machine and for the selection assets and zone 200 of the woods were sold in one week to persons who watched the display and checked up on the change of the discs.

PROVES CHAMPION RETAILER

George E. Buss, New Philadelphia, O., and Salesmen Capture Edison Honors

New Peners of January 8. George E. Bus. Ic. I halison pli a omaph dealer, and Josse. Farres and Russell Just att, his salesmen, top the State of Ohio in a contest recently con-" tofed by I was A Edison In which be s are August S and ended December 31. Mr. Bees won the distinction of being the lead of distributor of the State and Harms wan first prize for the figurest saids. Barnes' award was a ward charge and charm valued at \$300, and fu-tat, who was one of the ten salesmen in the State with the leggest salls, received a week's schooling in Clescland at the expense of the Progressia compacty

COLUMBIA NEWS ITEMS

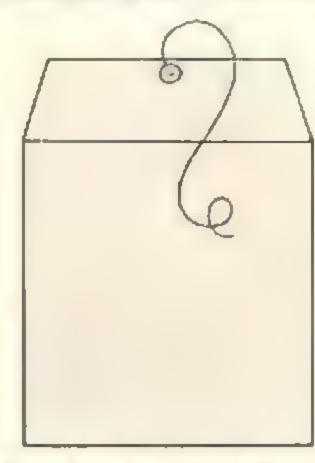
Branch Managers Visit Executive Offices-H. L. Pratt Visits Western Branches

An ang the recent visitors to the executive curs of the Complete Course Course R H Woodford, malacor of the Consequents rand, who combined with George W. Hopsites, process sales in our cer, regarding plans for 1/22 H. F. Girdovir, manager of the Detroit branch, was windlet visitor to the executive offices barriong with him excollent reports of Columbia activities in his cars

1 S Germann, sales representance or the Par-Tally branch was a guest at the general sales objects of the commons as a result of his splendid sales work in the hold. This was Mr Ger mam's first visit to New York, and he took advantage of every opportunity to thoroughly enjoy his stay here. There callers at the exercitive offices this week were Westervelt Terhune, manager of the Atlanta branch and Fred E Monn in arrager of the Boston brain h

H. L. Pratt, manager of the Columbia branch service division, left New York Tresday for a trus to Chirago and St. Loins. Time permitting, Mr. Pratt is planning to visit some of the brain he adjacent to these my recenters, and will probably be away about two weeks





Made of 10 to No. 1 Ktaft Paper with buttons and siring

FOR to' RECORDS \$7,50 PFR 1000 0 12 9199 11

Printing in Lats of 3000 and over Write

BEADQUARTERS FOR RECORD AFTH MS ALBUM SETS LOR No. 80 VICTROLA ALBEM SETS, ALPHABETICALLY STAMPED REPAIR PARTS RENT ADAPTERS NOVESTY TOY RECORDS MIRRORLINE POLISH CONVERTO CABINETS BRULLIANTONE STEEL NEEDLES MAGNEDO MULTI-PLAYING NEEDLES SUPERTONE STEEL NEEDLES SHEET MUSIC RECORDS MUSIC ROLLS

RECORD CLEANERS PHONOGRAPH DELIVERY COVERS BI KILLE BOOKS HIBRE NEEDLES FIBRE NEEDLE CUTTERS RECORD I LASHERS REPEATOGRAPH TONOLONE NEEDLES. REFLEXO SEFULES DANCING "SHEMANDY" DANCING RASIUS PLAYER-PIANO VACCUM CLEANER. SUPPLEMENT MAILING ENVELOPES SAPPHIRE BALL SEPPLES SAPPHIRE POINT NEEDLES DIAMOND POINT NEEDLES UNIVERSAL DISPLAY RACES SHIET MUSIC RACKS NYOIL

BOBOLINK RECORDS AND PRONO GRAPHS PHONO MOVIES STOCK ENVELOPES

"NULTER" MUSIC ROLL ATTACH-MENT SPRING LUBRICANT VICTOR AND COLEMBIA VITACH-MUN18 TONE-ARMS AND SOUND BUNES STEEL NELDEES IN ENVELOPES

Water for our next menth a

WITH SPECIAL DIPRINT

PLAZA MUSIC CO. 18 WEST 2011 STREET NEW YORK



DOMES of SILENCE

The PERFECT Furniture Footwear

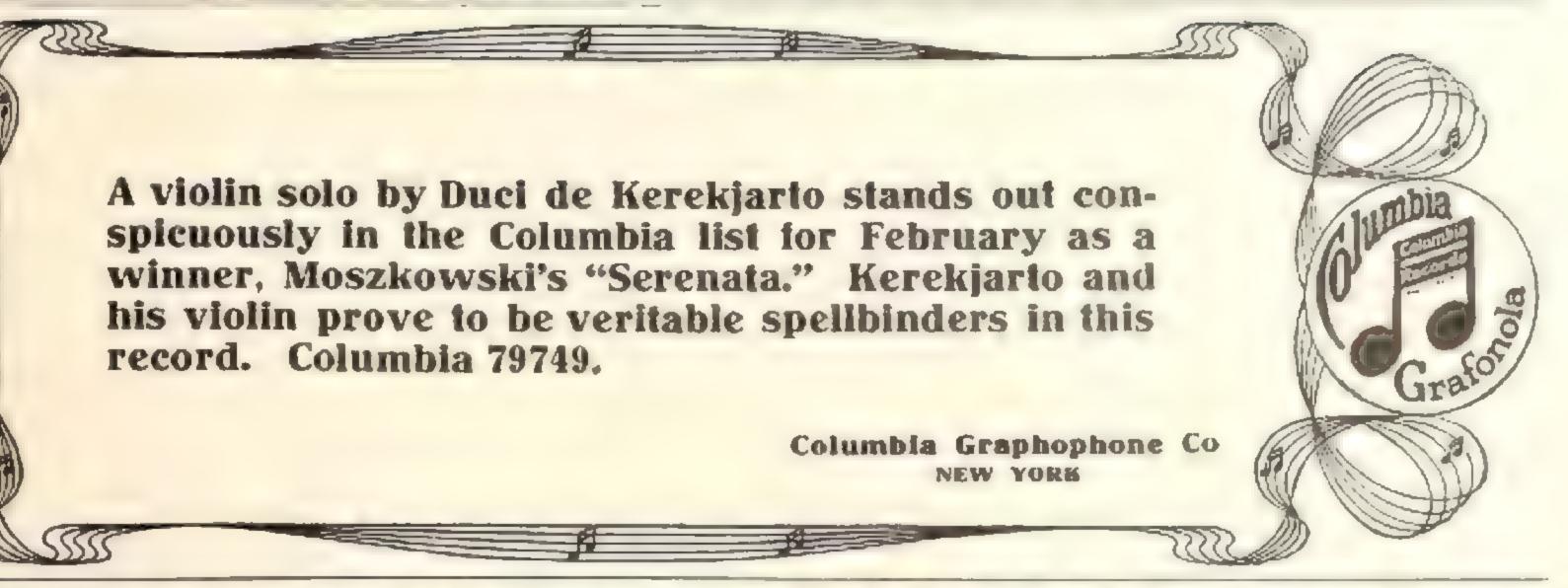
Best for all furniture except Refrigerators and Pianos. They improve the appearance of furniture and save furniture, floors and rugs. Their use means satisfied customers.

HENRY W. PEABODY & CO. 17 STATE STREET NEW YORK CITY

Domes of Silence Division

Specify DOMES of SILENCE A mark of BETTER Furniture regardless of its cost

What we say above about Furniture applies also to Phonographs



PRONOUNCED ACTIVITY PREVAILS IN BALTIMORE TRADE

Holiday Trade Exceeded Expectations-New Year Has Opened Up With Continued Buying Indicating That Baltimoreans Are Appreciative of the Talking Machine as a Musical Factor

Merker

Retistors, Mn., Jamany 9. Last minute inving that is, the purchasing of machines and records during the last week before Christinal saved the holiday business for this city and sixtion and not only came up to but in many cases exceeded the expectations of the most optimistic A canvass of both the wholesale and retail aims ness shows that the volume of besiness done during the month of December will run away ahead of the 1920 Christinas trade and body taxto almost equal the banner years of 1948-19, which were due to wartime prosperity

As was to be expected, this has been followed. by a log sale of records ever since Christinas and dealers are having a hard time keeping their stocks supplied with most of the popular selections. The Victor Co made a ten-strike by releasing its Tanuary records right after the holidays and its local distributors. Cohen & Hughes, have been kept busy trying to keep up with the orders which have been coming as ever since, especially "Ku Lu V. Blue Danabe Blues" and "Everybody Step," fox-trets, played by Paul Whiteman's Orchestra; 'Weep No. More, My Mammy," "April Showers," "Birds of a Feather," "Leave Me With a Smile," "I Want Mammy" and "Mandy 'n' Me," by the Perrass and American quartets

Handsome window displays featured the hole day trade, almost every dealer in the city, and especially those in the downtown section, having attractively arranged and in most cases original creations that held the attention of clowds at all times. The majority of them followed this up with liberal newspaper advertising call or atten-

FIRST-CLASS GERMAN FACTORY
Specializing in

Phonograph Motors

Wants several High-grade, Efficient Representatives for the UNITED STATES.

Present capacity (which can be greatly increased)
10,000 motors per month.

Interested parties are requested to send their address and references as quickly as possible to Box G, care Talking Machine World, 373 Fourth Avenue, New York.

The Columbia Branch is still pashing its car boad bet proposition and incerting with great success according to 1. H. Marshall, who has just returned from Romoke Val, where he spout to days helping Hobbie Paros dispose of their cur boad or by. He said the loisiness done was remarkable and the best in the bistory of the long selling sixty even teratoriclas in ten days and

tion to their ministral and beartiful displaces

theretical as were sold by the firm during the months of September, October and November W. H. Swarz of the Foliambia sales force, was also busy just about the same bare bare belong that man's, of Bristol Va., dispose of their carboar to what was receil time for a sale of that kind W. T. Met ev. of Charlotte, N. C. is another dealer who has mode disposed of a carboar out may place a best order for another one, the to the excellent with a extension and the firm of the first place.

On Rubble Books had a big sale during Christinas and repeat orders are shill coming in its such column that the local agency - having a hard time in keeping the dealers supplied

David Rinkind, 1534 Seventh street, Wishingston, is another new Columbia dealer who opened just before Christinas and reports an excellent business.

The Brinswick Balke Collender College resports a very gratifying year for the Brinswick machine, and that total sales for 1921 will no doubt greatly exceed all expectations. The business so far this month indicates that the improvement noted the last two months of the year can be counted upon to continue, and the outbook is very incomagniz. The Brinswick is rapidly coming to the front in this territory, according to the local agency, and the list of dealers taking on the Brinswick line is being augmented each month.

Fire unusually large Christmas business was not combaed to the downtown district by any means. Dealers in all sections of the city report cot only a good holiday trade but, with few exceptions, business for the year, considering the industrial depression through which Haltimore and vicinity has passed, showed a very gratity my increase. Leonard Front, of Front's Music

HIGH CLASS PHONOGRAPH

RECORDING

FOR THE TRADE AT EX-CEEDINGLY LOW PRICES

Newark Recording Laboratory

15 West Park St. Newark, N. J.

Shop \$11 South of of steer, Hashladjown or commenting on least of his extrust while a market of the residents of his extrust had been had but the closing device the simplests and other was placts, their because as a whole had been ready better that they and spritch especially the Christmas trade, and that they closed the year with a substantial balance on the right side of the leager

Perfor X I is a 43.7 West baltemore street, had practically the same experience. They are located in a section of the ety where their trade comes almost entirely from the working people, and notwithst rading that many of them had consciously form the radioogly failoughs from the radiood shops and other manimactures plants, business for the year was very satisfactory and had shown a marked improvement during the past, ew months. It is expected that this unprovement will confine

CHINESE RECORDS PROVE PUZZLE

Collector of Customs Thought the Music Was a New Brand of Jazz Until Owner of Chop Sucy Restaurant Made Explanation

Lociscieri, Kv., familier 9. Although "there's nothing new maler the mi," more than a score or Chinese phonograph records proved a new importation to Collected of Customs Thomas I. Walker, who collected the fariff due and turned them over to their overer, Chan Fong, of the Liberty chop suce important

The records represent the best vocal and instrumental takent of the Ear bast, the Pactorewskis, Kreisers and Galli Cure's of China

Although the music was at tirst inistaken for American pazz by the imagisthetic cars about the bederal building, all were correctly informed to the contrary when bonz called for the prized treorils.

They were made in Canton and Ber'in, whence they were in routed through the Oriental fam or Eng Chow Co., of Vancouver, B. C.

Whether patrons is the chop sucy care will be treated to Chairse spera and orchestral music with the mea's. Fong could not say. He may ported the records for the personal delectation of himself and compatinots at the care, but its planned that he would play them for those Twheelike mean with their recits," if appreciated, in stead of American jazz.



REPAIRS

FALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

USING SPRINGS THAT BAVE BROKEN

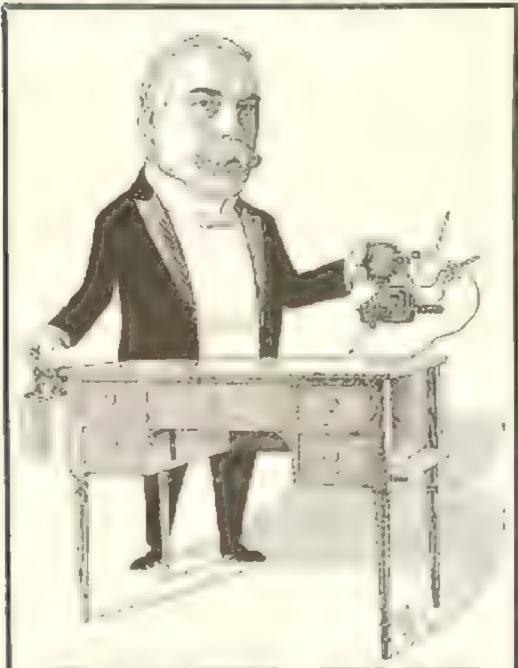
V. H. De an, care Talleng Maxime World:

to control or explorer on the market to above the record has a strings which have a range for the center.

I the trat many prince only break at the content and on more cases of they are odd sold springs which I have not in stock, I have to make to make the reports Yours truly

Frank Rase

An war the impossible touse the rain spring said has been broken in the criter a second time. The that break mean the cage cold, saying to the antity on the troin the ond can be used as an in they are properly out and holed. To



We Challenge Comparison

Exclusive Patented Features, Attractive Library Table and Phonograph Combined.

The exputable home of this new potented there is thought distinguishes it from all other phenographs.

The Consistion of artestic worth in a phonograph is medicited excellence. Paint kind of the to be recure perfection in every defail of a letteran. The most artistic the most useful of all phonographs. We have added to the cost of these table majors which neight have less, used to our profits.

is the of introducing the new style Charda a not to make the most profit but to make the fact planes, ph.

We see more than sure of your approval of the excess patential tentures of uniter important, feature educing planspraphs do not have.

Wie een frendsti Piese Horary tuble machines to the William and Mary period if you de-

trimitive prices to dealers forwarded on

THE PHONOMOTOR

The standard cheetch phenograph motor for sever is a teleproper motor, A. C. or D. C. erset, No. 7, 12 with current censumption of new time twenty wattings. Automatic stup

depend the West for our Lew prices.

GEO. CLAY COX

Manufacturer

Offices: 73 State St. ROCHESTER, N. Y.

make a new hole in the spring it is necessary to first take the temper out of the spring for about three inches back from its end. Then drill a hole a little larger than the head of the sage rivet, say an inch and a half from the end of the spring, and directly in front of this hole deall a second one the size of the body of the rage fixet, place the spring in a vise and, with a rat tail ble tile out the metal remaining be tween the two holes and then with a small, that has shape up to a pear-shape hole. This compictes the operation, as it is not necessary to re temper the end of the spring. There is not at the present time any tool on the market that would be of any use to you other than those mentluned.

Repairing Broken Springs

Youngstown, O., January 7, 1922

A. H. Dodin, care Talking Machine World: Will conside so the writer it you know of any device whereby old, broken phonograph springs

device whereby old, broken phonograph springs tran by repaired and used a second time? The reason the writer asks this is that he has an ofea that he could utilize about 95 per cent of all broken springs which at the present time are disearded for new ones used in their place For the past two and a half years I have been repairing different makes of phonographs, and had that out of 1,700 springs which were broken and which I repaired and used a second time only time of them were returned broken to me within that period of time. I heneve that it would be a great saying to the repair department of the different stores to use my method in repairing these broken springs, and it would also obstate the necessity of carrying a stock of many different sizes of main springs which are se'dom used. Trusting that you will give me contaminate of the value of a tool of this description and purpose, I am,

Very truly yours,

Domenick Ruff

Answer As to a device for repairing broken mann springs I refer you to my answer to Mr. Frank Rase in the letter above. I am of the opinion that it you have only had now returns out at 1700 springs repaired vone tool and nacthod of doing this work must be very good, and I can see no reason why a fool of this nature would not find a ready sale among the many repair shops throughout the country. I would be very pleased to have you give me a description of this tool, or inform me when you have same ready to market and I will bring it to the attention of the various repairmen through this column as soon as treewelf.

CONVENTION OF EDISON JOBBERS

Annual Meeting of Association to Be Held in New York on February 13, 14 and 15

The annual convention of the Edison Dischablers' Association will be held at the Walders Astoria Hord, New York, on February 13, 14 and 15, and the usual elaborate program is intereparation covering all firrie days. The second day of the convention, as usual, will be fermed Talioratory' day, when the officials of Thomas A Edison, Inc. will attend the convention and discuss with the jobbers the various trade problems. On the coming of the last day the jobbers will be the guests of the company at an elaborate banquet at the hotel, where a fine program of entertainment will be offered by Edious recording artists.

OPENS STORE IN ATLANTA

VIEWER, GY January 9. The latest addition to the local retail noise held is the Okeh Record Stop, which was opened recently at 73 Decaturative the Charles L. Adams. The lines that will be featured in this new store will be Okeh records and Step r phonographs. The establishment is fitted up very attractively and a complete line

Stever phonographs, with a full hibrary of their records, affords. Atlanta music-lovers an opportunity to secure maximum service and cooperation.

TAX RELIEF IS USHERED IN

Elimination of Excise, Transportation and Other Taxes Means Substantial Savings for the Music Industry and Other Trades

Washington, D. C., January 6 The first concrete cyndence that the war is really "over" reached the music industry on January I, when the repeal of the tax on musical instruments provided for in the new revenue law became effective. While benching directly from the hiting of this tax the industry also will feel the effect of the repeal of other taxes which during the past four years have been a material factor in the cost of production and distribution.

More than \$13,000,000 was collected from the tax on musical instruments during the fiscal year ended June 30 last, and while business since the first of the year las fallen off somewhat it is believed that the taxes for the fiscal year of 1921 would have been not less than \$10,000,000

The repeal of the transportation taxes will save the fusiness of the country hundreds of millions of dollars a year. Since January 1 there has been no tax on freight, express or parcel post shipments on personal transportation tickets, or on beiths, staternooms or similar accommodations.

The repeal of the excess profits tax and the lowering of the surtax rates became effective on the first of the year, and so taxpayers will not benefit by these provisions of the law in paying their income taxes for 1921. Heads of families, however, will benefit this year by the provision is creasing the exemption for dependents from \$200 to \$400 each and increasing the personal exemption from \$2,000 to \$2,500 where the net income is not more than \$5,000.

AN AGGRESSIVE MUSIC DEALER

Campbell Pomeroy, piano merchant of Santa Rosa, Cal, was the subject of an interesting cartoon and article in a recent issue of the Press Democrat of that city. The cartoon showed a portrait of Mr. Pomerov resting on a Baldwin piano and hore the caption, "Campbell Pomeroy, Who Has Made 3030 Homes Vibrate to the Baldwin Tone."

Mr. Pomeroy established his business in Santa Rosa in 1909 under the name of the Sonoma Music Co and established a number of subapencies which enable him to cover the country thoroughly. He features Baldwin pianos particularly, and also handles Brunswick and Columbia machines.

WORLD CLASSIFIED ADVERTISING

(Continued from page 148)

WANTED

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

CARVED LEGS

Fight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition to day. Fogarty Monufacturing Co., Dayton, O.

CABINETS

Beautiful new designs in mahogany, oak and walnut. Everett Hunter Mfg. Co., McHenry, Ill.

Imagine a set of five attractive Form-Letter Folders in full color, imprinted with your name and address, mailed to all your prospects! Grafonola Form-Letter Folders bring prospects into your store half-sold. Ask your dealer service man.

Columbia Graphophone Co.



POMMER'S STORE OPENS IN ALBANY

Latest Brunswick Dealer in Central New York
Gets Magnificent Send-off at Opening

Albert N. Y. Jameare 9 The latest addition to the Brunswick retailer list in central New York State is Pommer's modern music store of this city, which was formally of ened early in December by John W. Pommer. The Liniswick Conspared no effort to make the opening a succeed-one and to properly introduce this new exclusive Brunswick dealer to the people of Milbary. During the day a musical program was firmished by Carl Fenton's orchestral exclusive Brunswick artists. E. R. Stradsschaffer of the New York branch of the Brunswick Constrained the opening and with Chester I. Abelowitz, metropolitan representative, planned and personally took charge of the arrangements.

The equipment of the store is modern in every respect, a feature of which is the metallation of the Sel Rex record counter, the newest device in the trade for hearing records. Seven private

tested better have also been installed, of a design to calcium with the rest of the store live bares show a bedge intestedly arranged of to the store's attraction appearance, which was a bodge, a credit to the retail section.

MUSIC MEMORY CONTEST BULLETIN

Educational Department of Sanger Bros., Dallas, Tex., Prepares Elaborate Series of Plans and Suggestions for Carrying on Such a Contest With the Aid of the Victrola

The volve of the rice of control of the Victoria and Victoria in the Architectural for the Victoria and Victoria in the Architectural for the volve of the Victoria department of Smart Bross, Its as, Its as the original results usual accomplishment of of in the team and suggestions for confection and some of the Victoria in the victorial department of Sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department of the sanger Bross, and is been formal department.

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PEARSALL CO.'S GIFT TO DEALERS

The Seas E. Plarsall Co. New York 2. or exhibited after present facts fontelle set a free-some broaze trus 2. a Yellet de remember a continue after trus and be or proposed proposed, and men another facts in the extrementarion of proposed present a fact or shows for the trusted by this popular Victor who as for the visits of was one been shorted as a trust made of a specied lines.

A Real Phonograph

Plays ten or twelve-

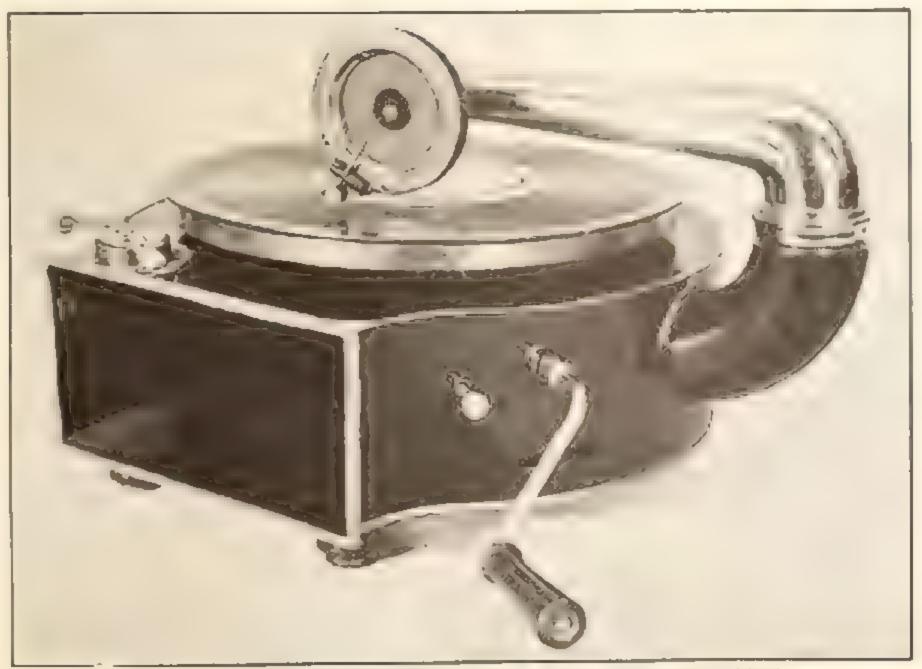
inch records as clear

and loud as the

largest phonograph.

Compact—has a

RETAIL DEALERS—The Madison Is the Greatest TABLE PHONOGRAPH Ever Offered to the Trade



THE MADISON TABLE PHONOGRAPH, Size, 13' wide 12' deep 1', high

This is not an assembled machine—every part manufactured in one factory—mechanically perfect in every detail. Never before has such value been offered by anyone at this price.

Mahogany polished lacquer finish—all parts finest grade nickel plate—improved mica sound-box—large amplifying chamber—speed regulator—start and stop device.

SAMPLE PRICE \$7.50 Firms not rated remittance with order QUANTITY PRICE QUOTATIONS ON REQUEST We offer jubbers a very attractive proposition—territories still open—write us today.

We have a leatherette carrying case for the Madison -price on request.

MADISON MUSIC COMPANY

114 East 28th St., New York City

real motor.



CLEVER AUTOMATIC "TALKER"

Six Dry Cells Play Over 2,000 Records on New Machine Containing Novel Equipment

An automatic talking machine electrically operated by means or six dip cells is described in the current issue of Scarnee and Invention. This it venture, which is the work of James T. Sibley, has been thoroughly tested and 2,000 records have been played on it without exhausting the power or the hatteries. A clever governor keeps the speed of the machine absolutely constant. a special reproducer allows of the playing of any record, and a repeat arrangement can be set so that a record can be automatically played as coast to coast, and the company has received many times as desired.

BERT WILLIAMS SCORES IN CHICAGO

Caretto, Lee, January 10 -Bert Williams' troubles in "Under the Bamboo Tree" at the Sindebaker Theatre in Chicago are the delight of the thousands of people that are seeing himjust as his treathles on Columbia records are the delight of millions. Bert Williams is to be seen now to a better advantage than he has ever been for years. The Columbia Graphophone Co is securing musual co-operation during Bert Williams appearance in Chicago A one sheet poster featuring five of his records and circulars for circularization over dealers' mailing lists have centure whed through the courtesy of the

producity man of the show. The one-sheet posters listing Bert Williams' records have started the ball rolling in the sale of Bert Williams records in a very graphying way

TONEPEN MAKING RAPID PROGRESS

New Needle Now Being Merchandised by Dealers Everywhere-Company Making Plans for Intensive Sales Campaign

The Toucpen Co., New York, manufacturer of Tuncpen needles, states that its product is being well received by the dealers throughout the country. Distribution has been established from enthusiastic letters from the dealers relative to the quality of its product and its sales value.

A few weeks ago the Tonepen to also recrived an interesting letter from a pronunent manufacturer of an antoquatic repeater, who stated that he had tested the Tompen needle and was delighted with its tone and wearing qualities, the contents of which, in detail, will be gladly sent to members of the trade. The company is making plans to give its dealers practical ro-operation during 1921, and an intensive sales and merchandising campaign is under way

D. L. Hogan, of Kankakee, Dl., who was a visitor to the Chicago office of the Cohumbia Co. the other day, reported a tair said of Granonotas during the holidays

A LETTER FROM A DEALER

"New York, December 17, 1921.

"I ditor, Talking Machine World, New York,

"Dear Sir. Tremendous changes are taking place in our lummers. It is now in a state of they, but only the purblind fail to perceive the new order emerging from the chaos. This new order is not a thing of progress, but i- rather a case of atayism, a reversion to the pre-A. T. Stewart era, when merchandising was only another name for 'doing' sometody.

"This condition has been brought about by a few unscrupalous jobbers, apparently with the tacit approval of the manufacturers. No attempt is being made to stop price cutting, misrepresentation and all around rascality now running riot in our business. Nay, it is actually encourand by certain jubbers by granting franchises to the lowest element and most notorious despoilers of our milistry. Their advice to the dualers seems to be 'Make sales, honestly if you can, but make them anyway! And the present avalanche of 'gyps' intesting the whole country, and New York in particular, is one of the tesuits

"It is obvious that the legitimate dealer cannot continue much longer. I must sound an alarm and say to my friends who persist in living in a fool's paradise. 'Reware, the new order is upon you! Either light for your business with your backs to the wall or get out while the getting out is good! You are not wanted any longer. You were the goose that had been laying the golden eggs, the new order is for the killing of the goose. You must step asple and make room for the new durlings of these jobbers-the Pitch Blacks, the Blackbergs and their class.

"But you still have a powerful weapon in your bands. If you use it with unswerving resolve, then your battle is won; but if you are weakkneed, if the temptation to get a missing record is too strong for you-better don't start. Bow your head and receive all the cuffs and kicks which are the heritage of the puny. This is your weapon. Trade only with the fair and square poblers, of whom a new are still left. Refuse absolutely to have any dealings with those jobbers who have made themselves conspicuous by their treacherous actions.

"You may think yourself safe in your locality la cause you have always been on the level. But as sure as you are born a jobber is lurking around, giving you 'the once over,' trying to find an opening for a licensed gyp. Big sales is all that jobber cares for, and the gyp will always outsell you ten to one. Remember, it is a matter of life and death to your business. Many gyps, I am informed, have filed applications for franchises, among them the well-known Mr. Blackherg He, too, gave 'his word of honor' to be 'good' (after pledging himself to purchase several carloads of goods). Who knows but the same jobber who whitewashed Mr. Pitch Black might also declare Mr. Blackberg 'kosher'?

(Signed) "Theo Arison."

HITS NERVOUS BLUES

Sung by Edith Wilson.

By the writer of Crazy Blues, Played by the Original Jazz Hounds. Columbia Record No. a-3479

OLD TIME BLUES

"Variety" says: "This was the Greatest Finale of any Show ever played on Broadway." Played by the Original Jazz Hounds. Sund by Edith Wilson, Columbia Record No. b-3506.

BUGLE BLUES

Played by the Original Jazz Hounds. That Great Sensational Blues. Columbia Record No. a-3541.

MY JUNE LOVE

By SPENCER WILLIAMS The Hit of the "Put and Take" Show, Broadway's Fastest Musical Comedy ALAN DALE says - "It's a wonderful tune."

PERRY BRADFORD, Inc., 1547 Broadway, New York

F. W. SCHWOEBEL WITH CORLEY CO.

Becomes Wholesale Manager of the Victor Department of the Widely Known Richmond House—Experienced, Capable and Popular

RECESSORS, VA., January 10. F. W. Schweebel, well known in the Victor trade throughout the South, joined the forces of the Corley Car, of this city, on January 1. He will act in the capacity of wholesale manager of the Victor department.

For a period running over several years Mr. Schweebel has been affiliated with the Victor product. For a considerable length of time in was employed by the Victor Co. as traveling representative in the South. Later on in his career he became attached to the stan of one of the Southern Victor to bers. A short line ago he severed this connection and join in the stan of the Echipse Musical Co. He left this last position to assume the duties of manager of the Victor wholesale department of the United lev Co.

The many years of experience which Me Schweebel has had it still up the Victor line and his personal intimate contact with the Southern trade and Southern conditions make him admirably suited for his new position. Then its no doubt that the addition of Mr. Schwoebel to the stair of the Corley Co will prove a very valuable asset to the house for the ensuing year and years to come

SHELTON ELECTRICS FOR NOTED MEN

John D Rockefeller Again Joins Forces with A. I. du Pont and Henry Ford in Paying Tribute to Merits of This Motor

W Gentry Shelton, president of the Shelton Electric Co., New York City, reports that another Shelton electric motor for the talking machine has been purchased by John D. Rockefeller. Among the users of this efficient electrimotor, which is placed on the top of the motor hoard next to the turntable are such well known men as Henry Ford and Affred I du Pont Some time ago Mr. Rockefeller purchased a Shelton motor for his Pocantico Hills estate. It evidently gave entire satisfaction, as last week another one was ordered. It is expected that still another will be purchased within the next few months for use in his Summer home. Mr. Shelton has also been granted patents on a non-set automatic stop, which efficiently stops the motor as the last record groove is reached. He is negotiating with several promment talking machine manufacturers relative to the exclusive use of this stop

NEW THROW-BACK TONE ARM LIKED

Wm Phillips, president of the Wm. Phillips Phono-Parts Co., reports that the new throw-back tone arm No. 5, which is octagon in shape, together with the No. 5 octagon sound box, is meeting with much popularity wherever shown. Mr Phillips describes this new product as having a dual appeal. The octagon shape and excellent finish are very pleasing to the eye, and this new combination produces an exceptionally fine, full tone

The Wm Phillips Phone-Parts Co. completed a satisfactory year during 1931, and Mr Phillips predicts that 1922 will see a continuance of good normal business.

OPENS BRANCH IN BREWSTER, N. Y.

Hem's Music Store Danbury, Corn of which Jackson & Hanson are proprietors, having purchased the business after the death of Mr. Heim, who established the business twenty-one years ago recently opened a branch store in Brewster, N.Y. The house han lies planes, Victrolas and a complete line of musical goods and operates another branch in Ridgefield, Conn.

Without self-control there can be no success

ELECTRIC DISPLAY SERVICE SELLS RECORDS



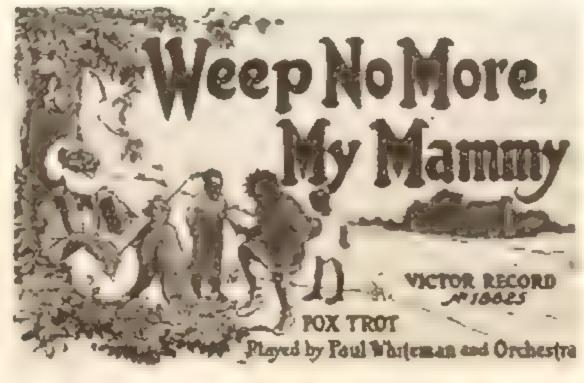
FOUR PANELS EACH MONTH FOR \$6.00 ADVERTISING VICTOR RECORDS EXCLUSIVELY



The profit of one 85c. record pays for the service 24 hours, including cost of electricity



See display at your distributor's or write us for full particulars



"DA-LITE" ELECTRIC DISPLAY COMPANY
114 NORTH ERIE STREET TOLEDO, OHIO

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

SPLENDID OPPORTUNITY for experienced piano and talking machine man to buy interest in an exclusive music store in one of the most prosperous towns in Mame. Great future for hustler. Owner has other business and cannot give time that business deserves, so will sell interest in same or entire business. Investigate this proposition at once. Address "Opportunity, Box 1078," care The Talking Machine World 373 Fourth Ave. New York City.

POSITION WANTED-Recording engineer of experience and ability desires to become associated with established firm manufacturing commercial records of quality. Address "Box 1074," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED-Salesmen now traveling to handle our varied line of talking machine record dusters on liberal commission. E. T. Gilbert Mfg. Co., Rochester, N. Y.

SAP RENALDS MANAGED BY A STREET AND A STREET the state of the s

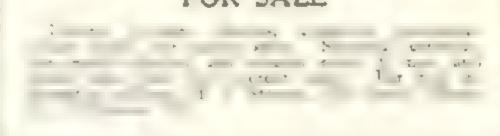
PRINCIPLES TO A STATE OF THE PRINCIPLE O

FOR SALE

Transfer the chiral contraction of

BESTONE STEEL NEEDLES TWO CENTS PER PACKAGE

FOR SALE



FOR SALE

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FOR SALE

and the really latted up music stern, doing a result a concern substitute all and mapfelly is any larger section of Westchester voicely (N. Y.) towardstore row drawing the a possiate a of 25,600. Six moties, browners School and Q R S lines Exthe little of extends for enterprising so a area man Distriction r s n f r char Addres Lambert Friedl. . I Valerone Lane York of N Y Thomas 1 - 10-1

FOR SALE

A qui must of standard to deep of the ords, English Jewish, Italian, all new and various selections. The close out at sample price, \$2500 per hundred Write for particulars to day. Aldress "Per 1070," care The Talling Machine World, 373 Fearth Ave., New York Cats

RECORDS WANTED

Will buy entire stocks, large or small, of Brunswick, Columbia or Victor records. Would consider other good lateral-cut records. If you "need the moncy write J. P. Decker, 526 Duquesne Way, Pittsburgh, Pa.

1000 CARTONS MYSTO NEEDLES AT SACRIFICE PRICES

Since of the Most paragraph to the total or the second of the ters 30 My to a direct track track Early ne in a statemento planting resemble. Attractive of of the contract of the Regular wilder ? "I bet carten

1 1. | 124 | 5 . 1 - \$1.75 FA Contract \$1.40 ea I are in the contract to ea for any party from the State of the "ANT. S JOUR, 1827 S OAKLEY AVE. HEAGO, U.L.

FOR SALE

t - I nhonograph store for sale Gothe state Apply "Box 1027," care The I are Mac w World, 373 Loures Ave. ck Litt

FOR SALE

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EXPERT REPAIRING

OF ALL MAKES OF PHONOGRAPHS Vitanola-World-Elling-Victor-etc. Sond an vouc broken Motors and Tone Arms via Pacede Port or Expreso to

NORTHWESTERN PHONOGRAPH WORKS 218 S. Wabash Ave., Checago, Ill. Phone, Wabash soid Tone Arms

MERCHANDISE WANTED

Owner of Music House, with growing busa ---, would consider adding another phonereaph line. Submit proposition Address Ma ic House, 15 Vain St., Newton N. J.

PARTS AND REPAIRS

Lit u. In your regain work. Specialists on phonogrigh repairs. Any make of machine. We also ed spones, the arms, found boxes and all other pleating and parts and supplies. Mandel Phone, Parts Co., 1309 W. Lake St., Chicago, III.

FOR SALE

2-inch Hermance Moulder (1909 Model) S-u.c. Crescent Band Saw H.J. & Brown 2-Spindle Shaper 30 min Wlattiey Planer H B Smeh Belt Sander Vallet. Bet Hall & Brown Jointer (Round Head) Ken Same Same Corner Saw JULY 5-1W

Vil non-times guaranteed to be in hist-class. sedanor. For prices write The Parlephone. to, St James, Van

FOR SALE

One I undred No. I Supreme Nick I-plated lone Ams le taken at once, \$1.51 each. Address "I'm He?," care The Talking Ma-Come Westin 573 Futter Ave. New York

SALESMEN

Sallhag pi on graph records can add materishis to their no one in communicating with The Taking Machine You d. 5.3 Lourth Ave. New York City.

FOR SALE

Half interest in established music house in central Western city of 80,000; investment for expansi noi business: standard lines. Address ".1 x 1" 2," care The Talking Machine World, 373 I age. Ave. New York City

Sacrifice Sale of 15,000 Standard

to men butter pisc necorns to feel of the feel of the second of the feel of the second of the feel of the second of the feel of t In 100 bits 190 | In 2 to 5 tota 17c, In 2 to 5 tota 17c, In 2 to 5 tota 184c | In 5 to 5 tota 184c | In 5 to 5 tota 184c | In 10 tota 18c, In I to Bear Lib & Oxent Ave Chicago, Dil

WANTED

Phonograph records and musical merenandise, My several oriflet- and convections enable me to give you quak act n on job lots, overstocks and complete teres of any kind of nursual merchandise you wish to liquidate Al transactions confedertial Address J. K. Morgan, Leiter Bldg. Stores, State and Van Buten St., Ch. ago, Ill.

FOR SALE

R cording machine for sale with tools for Lord recoding at reasonable figure. M. deex '8 x 10st,' care The Falling Mathe World, 373 Fourth Ave. New York

On With The Sales Let Profits Be Unconfined

Thousands of Wide-a-Wake Stores are doing a phenomenal business with popular priced records



The Merchandise Sensation of Last Year and with Greater Prospects for 1922

Quality

Banner Records are equal in quality to the best records on the market regardless of price.

Some of the Hit Numbers

- "SAY IT WITH MUSIC"
- "TUCK ME TO SLEEP" "MY SUNNY TENNESSEE"
- "I WANT MY MAMMY"
- "APRIL SHOWERS"
- "WHEN FRANCIS DANCES"
- "THE SHEIR OF ARABY"
- "TY-TEE"
- "SONG OF INDIA"

- "SWEET LADY"
- "WABASH BLUES"
- "PEGGY O'NEIL"
- "TEN LITTLE FINGERS"
- "MA"
- "KA-LU-A"
- "BLUE DANUBE BLUES"
- "YOO-HOO"

Recordings

The leading orchestras and vocal artists whose names appear on the standard records also make Banner records.

Besides the Popular Numbers we have a Catalog of the Best Selling Standard Numbers

PLAY ON **PHONOGRAPH**

18 West 20th Street New York City

PLAY ON PHONOGRAPH



W. LIONEL STURDY, MANAGER

Expect New Year to Show Up Favorably in Comparison With Trade Prospects of a Year Ago-Christmus Trade Makes Satisfactory Showing-Annual Report of Federation of British Music Industries-Review of Conditions in Germany-The Record as a Censor of the King's English-Important Issues by the Record Companies-"His Master's Voice" in Electricity-Trade Figures Show Business Progress-New Baby Record-News of Month

L. Nik V, End., December D.-With this issue we er for upon a real year of nit it may reasonably be anticipated will show up favorably it compar gon with trade prospects of e year ago. One year ago our rique of a log trade princial all . . . the work as that be the in premase of mit ment. But, cl. 'what a sad result! 1921 will go down that I story, in the opinion or 40 per cent of traders, as a commercial failure of the test magnitude. It is usures to cry over spilled n 18, and equally use to waste time racking one's rains at ut what mucht have been. The only sam-taction possible is to make full use of our 1921 experiences to provi by them in whatever way seems best calendated to toracted along continue plans for the new year.

1922, however promoses to make a sufficient start. The infustrial and social univest existent tenses being throughout the world at last shows demants a gas of improvement. This letter understanding will stort grien as the year proceeds at my its ail took a urse, esta listing a former formation up to aboth to be lift and develop countries at structures for the benefit of the communitality.

Threngabilitie world of politics good will among nations has maintested itself. In the domestic sphere tall credit must be given the value Britain and Ireland will derive from a settlement of the recenturies old disagreement. Along the praceful path is commercial levelopment progress of permanent utility can now be registered. In a hundred and one directions the outlook is distinctly brighter than it has been for years. It just means that the wheels of commerce throughout the world will gradually move t ward normal revolution and stability. With this gradual improvement unemployment must, in proportion, become steadily less and less, Fo reorganize the shattered forces of industrialism is an evolutionary attainment which may yet take a year or more to accomplish, but to know that we are at least on the road is in itself a satisfaction, the beneficent influence of which will spread good cheer throughout the communities of the world. That is the kind of good cheer required to help and a company us all throughout the year 1982.

Christmas Trade Very Satisfactory

By optical evidence at the large London ware houses and reports from different trade centers I am confirmed in the behalf that the gramot hone industry experience as satisfactors a turnover as any during the Constinus season. At such a time rest times are busy, it is, therefore, a little difficult to make comparisons. Though it may be true that siles registered did not constitute a record in the annals of our lin-iness, the position this Christmas was infinitely better than last Indied, more than one well lessale from assured the that if anything, the retail trade seemed

two seasons. The class of trade experienced generally was more in the direction of cheap and madnim-priced goods. And this is perhaps quite understandable, considering the state of unemployue and during the whole or 1921. The high-class trade is nevertheless fairly good, though far below what it should be at this time of year. As to records, the popular priced ones are selling quote well. The majority of dealers are doing a brisk trade in discs up to 300 each.

The Federation's Annual Report

The Pederation of British Music Industries has just issued its Blue Book, being the second anround report for the year ended August, 1921. Its seventy pages make quite a volumneus volume, the contents or which make interesting reading. The extent of the Federation's activities and wide interests, as realized in the report, is really surprising. From every angle the welfare of the music industries is mirrared and developed under the expert direction of the Federation's staff. A great amount of most valuable work has been accomplished to the larent of every section of the trade. If the good work is to go forward the Federation noist receive financial support. Its new chairman Louis Stepling, has already made a very successfil appeal to traders, resultu.g. in subscriptions totaling several thousands of pounds. But this is not enough. Some idea of the amount required is shown by the fact that for the usual year as overmentioned expenditures exceeded income by no less than £3,584 9s, 10d To meet this amount the Federation Fund was drawn upon, but that will not do again. If it is to commune and we all want it to, the Federation



This intensely human picture stands for all that is best in music

trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, or-chestras and bands—all enshrined

in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DESMARK: Skandinavisk Grammophon Akti

FRANCE: Cle. Prançaise du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramofono, 56 58 Balmes.

SWEDEN: Skandinaviska Grammaphon-Aktie-boisget, Drottning Gatan No. 47, Stockholm.

Rissia: The Gramophone Co., Ltd. 45, Neveky Prespect, Petrograd (Petersburg); No. 1 Selvanka Selvanol Dvor, Moscow; 9, Golovinsky Prospect, Tidis; Nowy-Swiat 30, Warsaw; 11 Michallovskaya Ullian, Bakin.

INDIA: The Gramophone Co., Ltd 139, Balleghatta Road, Culcutta; 7, Bell Lane, Fort.

Great Britain:

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington,

SOUTH AFBICA: Darter & Sons, Post Rox 174. Capetown; Mackay Bros., Post Hox 251, Johannes-burg; Mackay Bros & McMahon, Post Rox 419, Durban; Iran H. Hanrburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 109, East Landon; R. J. Ewina & Co., Post Box 88, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Sallabury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

WOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the floudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414. Alexandria.

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

Horn, Hornless and Table-Grand GRAMOPHONES

EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England

Calde Address "Lyrocodise, London"

must absorately be in a position to balance each year's expenditures against each year's resenue. A £3,000 a-year bederation can have little infinence; a £10,000 a-year bederation will carry all before it and take the music trade a prosperous industry for its members everywhere.

Excess Profits Duty on Easy Payment Terms

An important concession to business tirms has been annuunced by the Chancellor of the Exchequer. It roters to the payment of the excess profits duty. The welcome statement by the Chancellor is as tollows "With a view to av sisting industry in its present unionities, I intend to propose to the House of Commons, in connection with the Finance Bill of next year, a scheme for spreading payment of outstanding atrears of excess profits thity, in suitable cases, over a period of five years from January 1 heat The instalments would be payable quarterly, and 5 per cent interest charged on all outstanding arrears. Thousands or pounds' arrears are mvolved in some cases, the prevalent trade depression being responsible for mability or huseness firms to pay at time of assessment "

Needed Reform of Bankruptcy Laws

Our bankruptcy laws are very much in accedul revision fiven though he may be aware of his insurvency, there is nothing to step a man juggling with money and goods at the expense of his creditors. Debts are piled up and apwithout responsibility until a creditor becomes suspicious and forces the debt is to ale his petition in bankruptcy. There is little or no protection for the creditors, though a recent case brings to light that it is an onense if within two years of bankruptcy petition it can be shown that the debtor materially obultablined to or increased the amount of his maobiency by gambling. The punishment for this may be two years' hard labor.

German Trade Policy Varied

The depreciation of the mark in acarly all countries of the world is not beneating German exporters to the extent that seems protable at arst glance. The German Government is secking to sevure a larger share of the plumer '5 an merease of the export tax on gramoph are goods from 2 to 6 per cent. And in addition to the previous regulations insisting that German exporters must deliver against threign carrencies, and not agarist payment in marks, the new regulations state that all dealings must be effected through banks, which must report to the Reichs. bank the amount of foreign exchange involved It is said that so far these regulations have excited little or no influence, though by this effort speculation in marks and foreign currencies may perhaps be reduced

As regards berman trade, it is generally adnatted to be in a flourishing state, though highwater mark has been reached. According to some reports the tide is even now on the turn and a reaction has set in.

The British Chancellot of the Fix hequer, in the course of a recent speech upon the subject, informed his audience that German exports to the United Kingdom were very much on the degime. During nine months ended September last we imported German goods to the value of only £15,000,000—in value just about a quarter of the figures for 1913. He said some people thought the trade depress in was because we were exacting reparations from Germany but he thought that was not the reason, as the linted States, which had waised any reparation claim, had as great, it not a greater degree of unemployment than we had here

Edison Bell and Winner News

J. E. Hough, Ltd., are keeping dealers well ad-

FROM OUR LONDON HEADQUARTERS—(Continued from page 150)

and New Year trade. This is once the means of attractive producty matter to the which is just to land. One hader reverse production butlet reverse producted offer of hornless grantophy as after decreased exclusive of the haddress of the distort of the offered as precial discount and produced a special discount and produced a control. British machine

bitle Bell record, danneter 5, neh , soral sided, retailing at 1 s. As explained in a province, retailing at 1 s. As explained in a province report, these minaring records are real shelfar dissess not cardle and all bases been specially recorded. As a symposis popular lats and dance numbers compasses and the many terms already programmed.

The December "What read hat evices ligh prace from rations and deacts. It represents a seasonable c dection of pleasing title . or which there are some spread to the ledder and some for the grow cups. The contributors comprise such papalar artists as Characillar rose, Stanley Kirkby the Plantis, Jay Lauret, Miss Maria Novella (the populat peace) and Tally a O'barrell, among others. The little artist. by the way, has been executively a gard by Misses Hough for the accoranged the great firsh peace song, file leas of an Irish Mother " a copy of was habes been accepted by Linyd triatge. The song is listed on Wiene No 3011 and is coapled with 'Mull'oonly's Christenne," by the same arms.

H. M the King Orders a Winner

In a diet the Variety Artists' benevot of Linda grand performance by a name or of stars' was given before. These Maresti's the King and Queen, I mine as Mors and Lord Latter called Mirror in The Society Lintertainers came to der taverable before and the King are Queen were so fickled by his direct prominent that they imprire his it was obtainable on a record Being in order that a recording of the proceedy Lilly was on "Wirrers" in one by J. L. British Ltd., at the Ld's or thell Works, Problems. Its Majesty ordered that a record should be sent to Buckmathim Library Arknowled and thus same entreceived.

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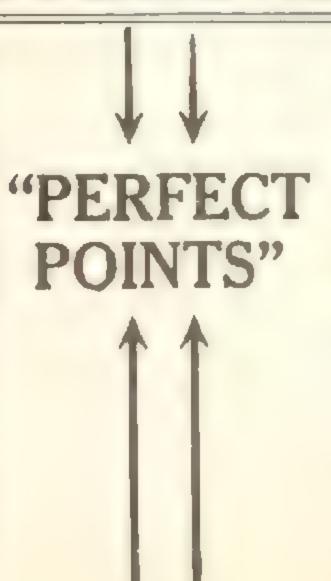
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November Trade Figures Show Improvement

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Some New Zonophone Record Issues

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FROM OUR LONDON HEADQUARTERS—(Continued from page 151)

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Another Little Record-the "Pop"

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mstrumental, plante, etc., and yorals. The titles are monly of the tip top "lot" order. Some of them I have played over; they are excellently well recorded good volume and tonal quality. The little "Pop" is a first class new tracing line for dealers everywhere.

SMALL TOWN OPPORTUNITIES

Talking Machine Dealer by Developing Friendly Spirit Can Build Up His Business

To small town talking machine merchant has opportunates which are lemied to dealers in the large oftes. He can, if he is inergence and disposed to friendliness, become personally acquained with a ritial many prople in his community. This is a valuable asset which should not be everlooked and the small-town dealer is wise and showing torought if he enters into the axis work which is such an integral part of these communities.

Henry Blumberg, son of J. Blumberg, Columbia dealer at Wanker as III, took an extra week's secure a more his allotted Carastmus variation at harvard this year to assist his father in a holiday campaign on Columbia trafonolas in their stere as Wanker in. It was a great success

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LATEST PATENTS - TALKING MACHINES RECORDS

Wysnixianis, D. C., January 8. Sound-reproducing Machine. Forest Chency, Chicago, 1B., assigner to the Chency Lalking Machine Co., same place. Patent No. 1 195,092 and Patent No. 1,395,093.

The first-maned invention relates to soundreproducing machines, and more particularly to sound amplifier means therefor

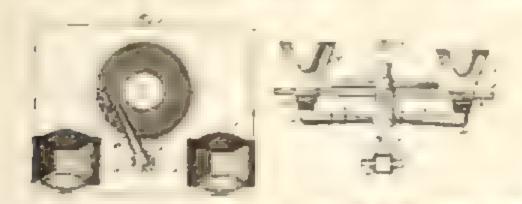
As is well known to those skeled in the art, while the initial vibrations of the diaphracia of such markines potentially set up all of the complex air vibrations necessary to produce the fundamental tones and overtones going to make up the character and tone color of all the instruments or voices (the tones of which are being reproduced), said air vibrations are nevertheless very weak and must be amplified and strength ened in order that the sounds will be reproduced in sufficient volume.

One of the objects, therefore, of the invertion is to increase in a novel manner the volume of sound represideng machines.

Another object is to provide a simple and or feetive combination of parts to increase the volume of sounds adapted to meet the various requirements for commercial operation

These and other objects are accomplished by providing in a sound reproducing marina a sound chamber has ng an infer and an outlet, the latter of which is smaller than the pilet.

Figure 1 is a fragmentary plan view of a sound-reproductive machine embodying the invention, Fig. 2 is a fragmentary rear elevation



of the same machine and I is 3 is a detail sectional view taken in the plane of line 3-3 of Fig. 2.

Patent No. 1,395003 relates to sound reproducing machines, and more particularly to an improved sound amplifer therefor.

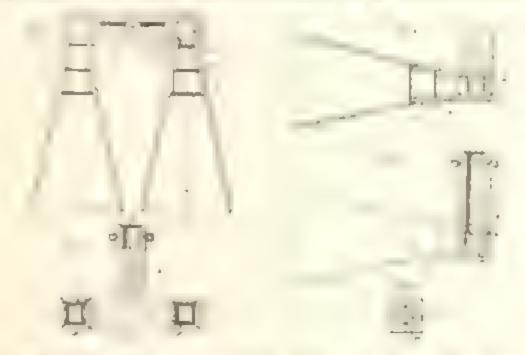
As is well known to those sky or in the art, while the minal subrations of the drap training such machines potentially at up all of the complex air vibrations necessary to represent the fundamental tenes and overtones going to make up the character and tone order of the records is sound of instruments or voices, said or vibrations are nevertheless very weak and must be amplified and strengthered in order that the recorded sounds will be developed and reproduced in sufficient volume.

It has been discovered that the volume of sound which can be approduced by a sound box and tone arm of a given size may be greatly increased by combicting the sound waves from the tone arm through a cubical distributing chamber and there is on lay a plurality of outless the area of each of which is less than the area of the cubical chapther, the effect of this a rangement being to control the sound by providing a shall by restricted aperture from the cubical chamber to the outlet. Such a chan ar is employed in combination with a plurality of amp' fiers, each comprissed a neighborical throat orchestral sections and a violin resonator such as described in Letters Patent of the United States No. 1,170,800 and No. 1,170,801, granted or February 8, 1916.

One of the objects of the invention is to provide a talking machine with a plurality of an pliffers so constructed and arranged as to increase in a novel manner, the volume of the reproduced sound

Another object is to provide a talking rachine with a distributing or tora clian for into which the sound is delivered from the tone arm and

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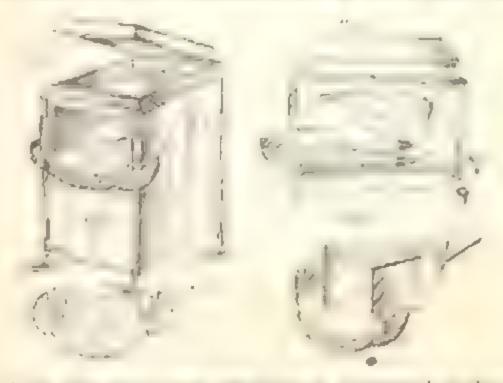
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Resonance Chamber for Sound-reproducing Apparatus. Herman Schooler New York. Little: N. 1945. at 1

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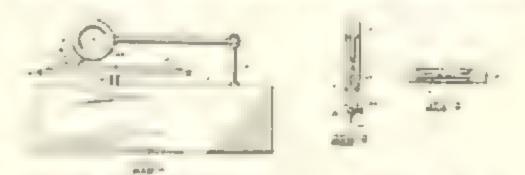


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Reproducer, Abraham At'as Philadelphia, Pa-Parat Sh. 1,395,937

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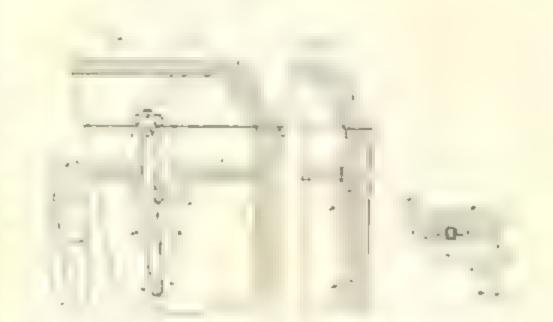


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Continued a part 154

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 153)

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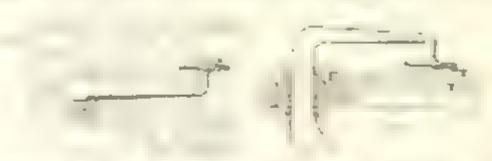
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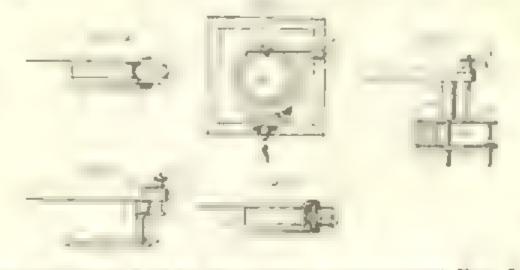
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Phonographic Record Cleaning Device. in ... and A Well at the Rome N H Patent No. S. Coly Tak

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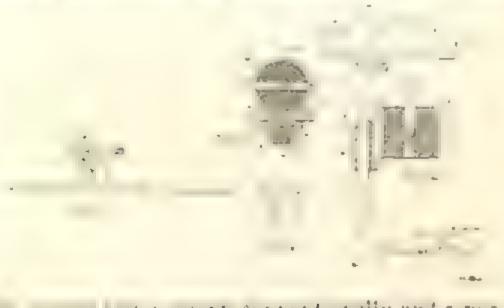
Stylus Holder for Phonograph Reproducers. Matta Diver, Harris - Mich. Patent No. 1,-11/1/2

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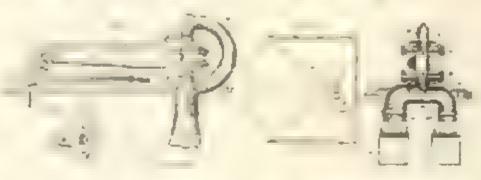
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full lines for convenience in illustration; Fig. 3 is a vertical section on a line e rresponding to line 3 3 of Fig 2, parts being shown in full bass. Fig 4 is a plan view of the blank from which the judy and jaws of the holder are formed. Fig. 5 is a plan view of the blank,

Sound-reproducing Apparatus. Heavy K Sandell, Chicago, III Patent No. 1 309 403.

The present invention relates to apparatus for reproducing sounds, and more particularly to apparatus wherein a plurality of vibratory that phrasms may be actuated independently and similtane ris's by a single reproducing needle or styles to produce different series of sound waves

Figure I is a side clevation, partially in section. or a device constructed in accordance with the present invention; Fig. 2 is an end elevation, partly in section on Fig. 2-2 of Fig. 1 of the



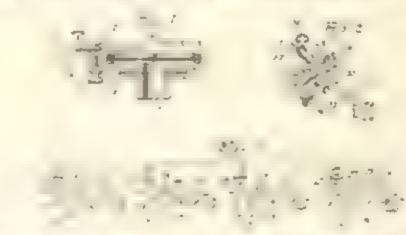
reproducing mechanism, the parts thereof embedying the diaphragm supports not being shown; Fig 3 is a vertical section on the line 3-3 of Fig. 1, and Fig 4 is a plan view of the amphilers, being taken in section through the conducts hading thereto.

Attachment for Sound Boxes. Frank L. Capps. Procklys, N. Y. Patera No. 1 399 003

This invention relates primarily to sound boxes or they be the will-known zigzag sound records, but the inderly as principles of the invention can be wibzed in connection with sound boxes. for playing or or types of records. The object to the misentain is to incidulate the audible repre inches, so as to play one record or selection there sofel, and another mare loud'y, or to play the same record more a dily on one occasion and is to loudly or as other, without in any case distorning the music

The a certain comprises broadly a plurality or series of intuction able attachments, each repl' is so maile to and removable from the so ad his and each compassing its own particular sty's bar or lever fulcrumed thereon, tas lever (with its stylus or needle) differing from the others in the series (as in dimensions or material or both), so as to produce (with its is offer the softer or the louder playing as the ase may be

Frome I is a side or edge view mainly a diametric section, of a conventional sound box.



showing the rea attachment in place; Fig. 2 is a per-pective, showing the inner face of the new attachment removed from the sound box, and Fig. 3 is intended to illustrate the plurality of such into the grable attachments.

A secont tree in the building occupied by the National Phonograph Co., 2713 Repsevelt road, Chargo, caused damage estimated at \$50 feet

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Indianapolis, Ind.

February, 1922

VICTOR TALKING MACHINE CO.

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WM. MAXWELL POPULAR LECTURER

William Maxwell, the president of Thos. A. Edison, Inc., has been in great demand recently as an expert on salesmanship. On Friday, January 6, he addressed the Century Club of the R. L. Dollings Co., or Indianapolis, and on Thursday, January 12, went to Cambridge, Mass, to talk before the business school class of Harvard University. He made another address at Harvard on the following day and was received with great enthusiasm.

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Elly Ney, famous Brunswick artist, will make her tenth New York appearance this season at Carneg e Hall, January 22, when she will play with the Philharmonic Orchestra.

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How This Popular New Idea Brings Customers Into Your Store -and Pays You Big Profits -

Keep the Store Crowded! Walter Camp's "DAILY DOZEN" Exercises on Phonograph Records Prove Fastest Selling Record Proposition on Market.

FIE famous "Daily Dozen" Exercises, set to music on phonograph records, are creating a tremendous demand evérywhere, and are proving a sensational sales success for dealers.

Quick profits are assured—one sale brings another, the purchaser acting as the demonstrator to his friends who show a quick interest in the new idea.

Dealers the country over are receiving the benefit of our national advertising. During the war the "Daily Dozen" Exercises were adopted by the U. S. Army and Navy. They were featured in the leading magazines, such as Collier's,

Sales everywhere are going big-and the indications are they will go even bigger. The Health Builder Sets are in muno Chart No.8 minum demand the country over, our National Advertising Campaign provmuse Chart No.12 muneum ing a tremendous success, one ad Chart No.3 morning alone resulting in direct sales aggregating \$5,000-another ad resulting man Chart No.9 minoring 6 in \$9,000 in sales. numbers Chart No.5 william The movement is sweeping the MINIMUI Chart No.2 MINIMUM country! People everywhere are showing a lively interest in this new idea of building up health and pep by ten minutes fun a day. Window dem-

Physical Culture, American, Woman's Home Companion, American Boy, Red Cross and many others. Now the "Daily Dozen" are set to music on phonograph records, with the commands and instructions given in a clear voice.

These Health Builder Records are sold in sets, each set comprising five 10-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp-the whole course enclosed in a beautiful black and gold album.

plays of the Health Builder System attract wide attention.

Be the First Dealer in Your Locality

The Health Builder System is the quickest-selling, most profitable phonograph record proposition on the market. Its success is proven. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. We will tell you all about this profitable movement that crowds shops everywhere. All co-operation to boost sales freely given. Send the coupon now for sample outfit. There is no obligation.

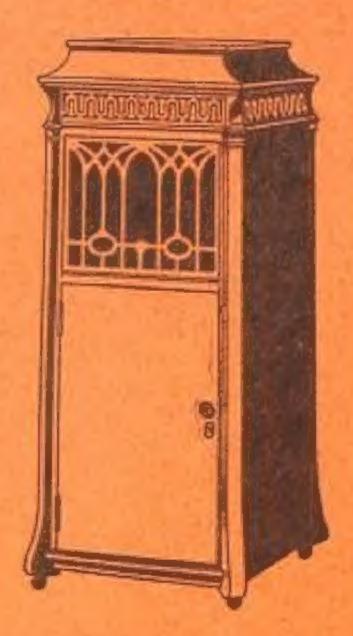
Health Builders' Dept. I, 334 Fifth Ave., New York.

A. W. CHAMBERLAIN, New England Factory Representative, 26 Broad Street, Boston, Mass.

Health Builders, Dept. I. 334 Fifth Ave., New York

Please send me, prepaid, one 10-inch doubledisc HEALTH BUILDER Record, carrying four of Walter Camp's "Daily Dozen," with four charts-and your special proposition to onstrations and dis- dealers. I have the privilege of returning this

> Name Address



The New Edison

There is no phonograph or talking machine manufactured, except the New Edison, which can sustain the test of direct comparison with living artists. This all-important fact makes the New Edison the inevitable phonograph for the home.

THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA

Los Angeles—Edison Phonographs,

Ltd.

San Francisco—Edison Phonographs,

Ltd.

COLORADO

Denver Denver Dry Goods Co.

GEORGIA Atlanta-Phonegraphs, Inc.

Chicago - The Phonograph Co. Wm. R. Lynna (Amberola culy).

INDIANA Indianapalis—Kipp Paonograph Co.

Des Maince-Harger & Blish,

LOUISIANA New Orleans—Dismond Music Co., MASSACHUSETTS

Boston-Pardee-Ellenberger Co.

Iver Johnson Sporting Goods

MICHIGAN

Detroit-Phonograph Co. of

Co. (Amberela only)

MINNESOTA Minnespolis-Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co.
of Kansas City.
St. Louis—Silverstone Music

Helens-Montana Phonograph

NEBRASKA Umaka-Shultz Bres. NEW YORK

Albany—American Phonograph
Co.

New York—The Phonograph
Corp. of Manhattan.

Syracuse—Frank E. Bolway & Sc

Corp. of Manhattan.

Syracuse—Frank E. Bolway & Son.

Inc. W. D. Andrews Co.

(Amberola only).

OHIO

Cincinnati-The Phonograph Co. Cleveland-The Phonograph Co. OREGON

PENNSYLVANIA
Philadelphia—Girard Phonograph
graph Co.
Pittiburgh—Buchn Phonograph

Portland-Edison Phonographs,

Williamsport—W. A. Myers.

RHODE ISLAND

Providence—J. A. Foster Co.

(Amberola only).

Dallas-Texas-Oklahoma Phonograph Co.

Ogden-Proudit Sporting Goods Co.

VIRGINIA
Richmond-The C. B. Haynes
Co., Inc.

WISCONSIN

Milwaukee The Phonograph Co.
of Milwaukee.

CANADA

Montreal-R. S. Williams &
Sons Co., Ltd.
St. John-W. H. Thorne & Co.,

Toronto—R. S. Williams & Sons
Co., Ltd.
Vancouver—Rent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons
Co. Ltd.

Babson Bron. (Amberola only).